

360PR+ Food & Wellness Communications 2022 Forecast:

5 MOVEMENTS FOR BRANDS
TO EMBRACE IN 2022



Nearly two years into the COVID pandemic, uncertainty remains, but what's clear is the important role food has played in not just nourishing us, but entertaining and connecting us. From sourdough starters to baked feta pasta and all the TikTok trends in between, food brands, media and influencers have had an open invitation into every home in America.

So how can brands make the most of that in 2022?

As noted in 360PR+'s recent **"What's Next" report**, more than half of marketing leaders (57%) reported that the pandemic has opened their eyes to new approaches. It's important to explore how consumers are planning on shopping this year and what marketing tactics may resonate best. This report highlights emerging opportunities to inspire breakthrough marketing and communications in 2022.

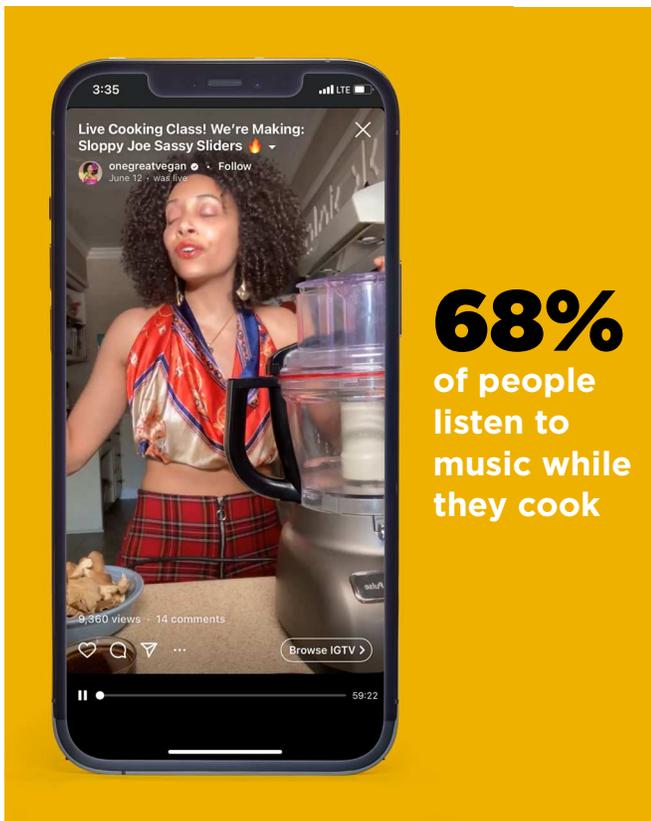


1. Soundtrack of The Kitchen

Food has always been a feast for the senses. Traditionally, we've relied on visual cues to grow brand affinity. In 2021, sounds were more front-burner and we believe this trend will grow in 2022.

SOUNDS TO ENTERTAIN

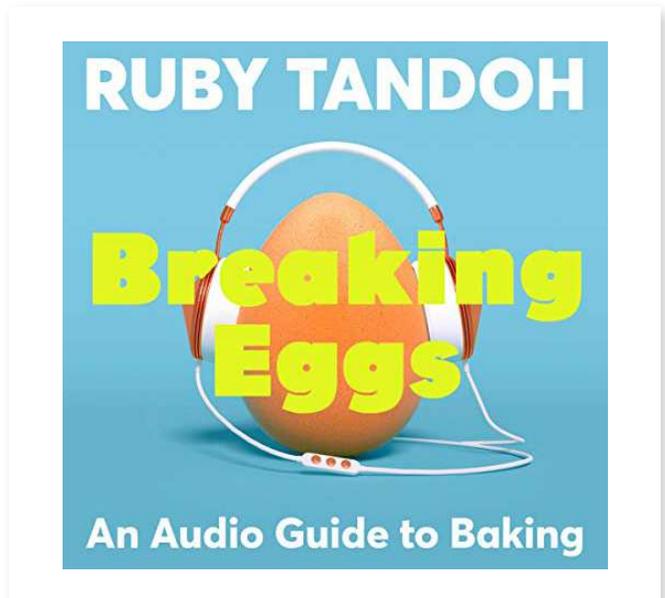
Forget the hands & pans recipe videos. Food content is evolving, and sound is the next frontier. Influencer **One Great Vegan** takes her content to the next level with musical recipe demos featuring live sing-alongs as she cooks. Her recipes have a fun, upbeat and colorful delivery, but it's the songs that make the moment, like in this **Instagram Reel** for Vegan Sloppy Joes featuring 360PR+ client Little Northern Bakehouse's Gluten Free buns.



The trend is extending to CPG brands, as well. **Campbell's**, for example, recently added QR codes to their soup cans that link to Spotify playlists featuring newly recorded songs by Universal Music Group artists.

SOUNDS TO FOCUS

Earlier this year, *Breaking Eggs: An Audio Guide to Baking* by Ruby Tandoh proclaimed itself a first-of-its-kind audio only cookbook, and we think the trend will continue as reviewers noted it forced them to slow down and immerse themselves in her baking process.



Similarly, **Cooktracks**, a podcast hosted by Rachael Ray and Andrew Kaplan, spotlights renowned chefs who encourage listeners to cook a recipe alongside them.

SOUNDS TO SOOTHE

Cooking is moving from what has been perceived as a daily chore to a fun and relaxing hobby. **One study** suggests that everyday acts of creativity, like cooking, can aid in stress relief. There are even **cooking therapists** that use recipes as guides for reflection for those struggling with anxiety.

The ASMR (autonomous sensory meridian response) trend – you know the one where people whisper in a creepily soothing way – is translating into the kitchen via ultra-satisfying content. For example, food influencers like **Emily Mariko** on TikTok are producing ASMR content that is light on voiceover and relies more on chopping, sizzling and other sounds.





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How to Get Your Kitchen Organized for Thanksgiving Hosting

2. The Home Edit

Organization is another pervasive trend in the kitchen, brought to life with “home edit” content across social platforms. Using hashtags like #restock and #pantry, content creators are unpacking their groceries, restocking their pantries, sorting eggs into fridge containers and slotting seltzers into shelves.

Elevating and celebrating the mundane, this trend encourages users to slow down, take control of their kitchen and enjoy the visual appeal of a freshly stocked and organized fridge or pantry. For brands that want to take part, look to 360PR+ client mDesign for inspiration. The brand is embracing the joys of home organization by highlighting the **psychological benefits** and by tapping

influencers, known on social as **Home Sort**, for creative storage tips. 360PR+ has elevated mDesign in feature stories across **Architectural Digest**, **Apartment Therapy**, **Family Handyman** and **HGTV.com** to name a few. Home Sort’s expertise and relatable personalities help to position organization as an easy-to-implement positive lifestyle change for those looking to find the calm in their everyday chaos.

Outside of the pantry, 360PR+ client illy brings simple, aesthetic design to coffee machines and accessories to make the morning experience even more pleasurable. 360PR+ has placed illy’s chic and sleek new products in feature stories across Country Living, USA Today, **Domino** and **PopSugar**.



3. Next Gen Chefs

According to a study conducted by OnePoll on behalf of Gold Peak Real Brewed Tea, six in 10 respondents report eating more often with their families, and family dinnertime is now 15 minutes longer than it was pre-pandemic. With more families eating together at home, kids are getting more exposure to cooking and are being encouraged to help parents with meal prep. Network competition shows like *Master Chef Kids* are bringing kid chefs into the national spotlight, and 360PR+ client America's Test Kitchen Kids is continuing to empower kids as young as **three** to take part in family meal planning and **cook their own food**.



Take a Bite Out of Science
LIVE ON GMA
TAKE A BITE OUT OF SCIENCE
THE KID-FRIENDLY CHEMISTRY EXPERIMENT YOU CAN EAT
abc NEWSLIVE



360PR+ client Nellie's Free Range eggs also empowers parents to bring their kids into the kitchen by partnering with popular parent influencers to create kid-friendly and kid-approved recipes featuring eggs.



FREE RANGE EGGS

12 Easy Recipes That Kids Can Help Bake

BY NELLIE'S KINDNESS CREW

For Gen Z, brands will need to think outside the box to engage them in their food choices. Only a third of Gen Z watches content on TV weekly; **YPulse** calls this generation "cord-nevers" since many are growing up without watching TV at all. With the growing popularity of online gaming and 70% of Twitch viewers between the ages of 16 and 34, companies are beginning to "gamify" their earned media.

For example, the U.S. Dairy Council partnered with popular gamer Mr. Beast for a collaboration that used Mr. Beast's platform to spotlight sustainability efforts in the dairy industry. Popular for giveaways and contests, Mr. Beast awarded \$50,000 to whomever could build the best farm in Minecraft.

4. Value Beyond Price

Just recently, New Year's revelers were met with **Champagne** shortages. 360PR+ client Drizly helped consumers find bubbly, as well as alternative drinks, with **insight** to inventory at over 5,500 retailers nationwide.

Other brands can help consumers by showcasing their value - a combination of price, freshness, taste, convenience, and many other factors. 360PR+ client Krusteaz helped home cooks find extra value with unconventional recipes that deliver even more value from its pancake mix, like **bacon egg and cheese casserole** or **kimchi pancakes** for dinner.

Silver Hills Sprouted Bakery helps shoppers save money and fight food waste with **tips and recipes** to use leftover bread, even the ends of the loaf which are often discarded.



Croutons to Crumbs: How to Use Your Silver Hills Bread

By Silver Hills Bakery | [Articles](#)



360PR+ client and the country's #1 brand of tofu, Nasoya, found success offering **simple tofu swaps** and recipe inspiration with tofu, a protein that has remained pound-for-pound more affordable amid the past year's meat shortages and supply challenges.



BETTER-FOR-YOU SWAPS

CHICKEN SANDWICH → **TOFU SWAP**
Go for crispy Super Firm tofu instead of fried chicken to level up your sandwich game.



EGG SALAD → **TOFU SWAP**
Use Extra Firm Tofu in place of eggs for a fun and delicious twist on a classic.



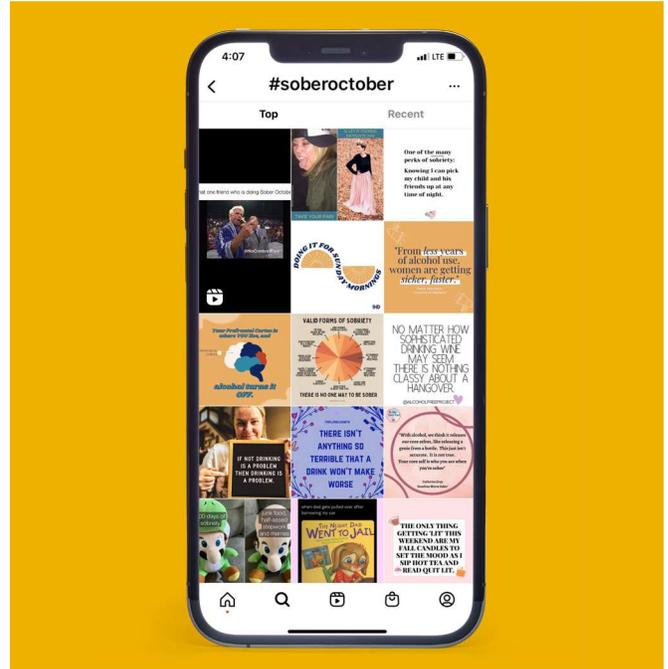
SMOOTHIE → **TOFU SWAP**
Swap milk for Silken Tofu in your smoothies for an added protein boost!



5. Resolutions Aren't Just For January

Healthy eating isn't just for New Year's resolutions anymore. Brands, particularly those in the better-for-you space, can embrace the reset mentality by highlighting their offerings year-round, not just in January.

We've seen this with trends like **#SoberOctober** or even Whole30, a month-long "reset" diet that encourages people to start good eating habits anytime of the year. 360PR+ client Carbonaut, a low-carb bread, helped with a "Fall Reset," creating a new food moment by partnering with influencers to create and syndicate healthy recipes featuring the brand.



In 2022, food and wellness brands have the opportunity to be a resource day in and day out. Whether educating, entertaining or a blend of both, these five trends offer just a taste of what we're excited to explore in the new year.

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