

Step 1: Market Trends Consumers are looking for sensational experiences





1. EXPERIENTIAL

New frontiers

A DESIRE TO...

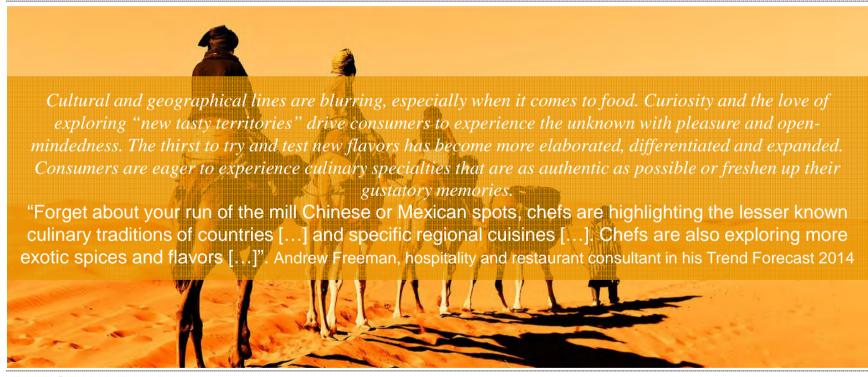
Enjoy unknown universes!

- Live faster, deeper, higher
- Spice up the established
- Conquer new worlds and realities

I AM VIVRANT

Step 2: Consumer & Customer Insights Sensational experiences come from taste travels!





Step 3: Product Trends

Middle East products inspiration across EAME





Zapetti Lebanese-Style
Tabbouleh with Parsley & Mint
France, June 2016



Moroccan Couscous with Chicken, Merguez & Meatballs France, March 2016



Moroccan Chicken Tagine UK, September 2016



Falafel Wrap Finland, April 2016



Turkish Style Kebab Pizza Poland, September 2016



Chicken Döner Pizza UK, July 2016



Lahmacun
Netherlands, July 2016

Step 4: Finding a Solution

Where internal knowledge meet seasoning development







Step 5: Advance our Value Proposition Our authentic Middle East Collection





