



Channeling Your Inner Fortune Teller to be on the Leading Edge of Grocery Trends

Introduction

- Team diversity as a tool for innovation

Grocery Design and the Fortune Telling Connection

- The search for clues and the art of paying attention
- Looking for Clues in other Industries
 - A grocery-inspired fashion show

Grocery Innovation Lives in Other Industries

- Researching trends in a selection of industries
 - Restaurants
 - Fashion
 - Health and Wellness
 - Automotive
 - Travel
 - Specialty Shops
- Recurring Themes as Cultural Catalysts that drive trends across multiple industries
 - The Need to be Local
 - Corporate Social Responsibility (CSR)
 - Technology
 - Mind and Body
 - Experience
 - Data Collection

Exploration of Themes and Industry Trends

- **Local**
 - Grow and Sell
 - "Eating in Reverse"
 - Grocery Concept Sketch – the creation of indoor/outdoor farming environments
 - Destination Shopping
- **CSR**
 - The difference between CSR and Corporate Philanthropy
 - The value of CSR to consumers
 - Industry Examples
 - Ugly Fruit
 - Transparency by design
 - Upcycling
- **Technology**
 - Dependency on technology and the need to evolve
 - Industry Examples
 - Interactive Mirrors
 - 3-D Printing
 - Grocery Concept Sketch

- **Mind and Body**
 - Industry Examples
 - Unplugged Environments
 - Boutique Pharmacies
 - Wearables
 - The Grocery Spa
- **Experience and Expectations**
 - Industry Examples
 - Immersive Environments
 - On-demand service and personalization via interactive technology
 - Milan Expo 2015 – the digital supermarket
 - The value is in the details
 - Social Media
 - Photogenic environments
 - “Shareable” experiences
 - Grocery Concept Sketch – creating the threshold between online and in-store
- **Data Collection**
 - “Big Data” – a trail of breadcrumbs
 - Industry Examples
 - Hapifork
 - Personalized coffee robots
 - The Magic Band
 - The future of grocery layout and customized flow based on personalized and targeted marketing

Questions and Answers