

HOT DAWG!



Kraft *Heinz*

Evolve or Get Left Behind:
Digital Transformation in CPG



The Consumer Journey



Discover

Inspire

Plan

Shop

Cook/Eat

Share



nearly **\$700B** food industry

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Inspire

Plan

Shop

Cook/Eat

Share

80%

of shoppers use the internet for grocery research

24%

do that research on a smartphone or tablet

of that group

80%

spend their time shopping through an app

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A photograph of two women from behind, standing in a grocery store aisle. They are looking at shelves stocked with various products, likely milk or yogurt. The woman on the left has long brown hair and is wearing a black and white striped shirt. The woman on the right has blonde hair and is wearing a bright blue t-shirt. They both have their hands raised to their heads, possibly adjusting their hair or looking at something on the shelves. A shopping cart is visible in the foreground on the right. The background is slightly blurred, emphasizing the women in the foreground.

35%

of consumers

70%

of online shoppers

value **convenience** and
saving time over saving money



3 in 4

consumers expect
brands to understand their
needs and expectations

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Our Approach



**Trusted
Brands**



**Unexpected
Talent**



**Strong
Relationships**



**Unparalleled
Data**



Key Learnings

1

Create a culture that celebrates failure

2

Data is only as good as the insights it uncovers

3

Create process around innovation

4

Don't build a team; build a movement



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Inspiration & Planning

52% say deciding what to make is the hardest part

40 minutes a week planning meals and finding recipes

Nutrition

8 in 10 are concerned about the nutritional content of their food

Convenience

30% think pleasing family at mealtime is a challenge



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The Solve?

Hyper-personalization

Seamless consumer
experiences



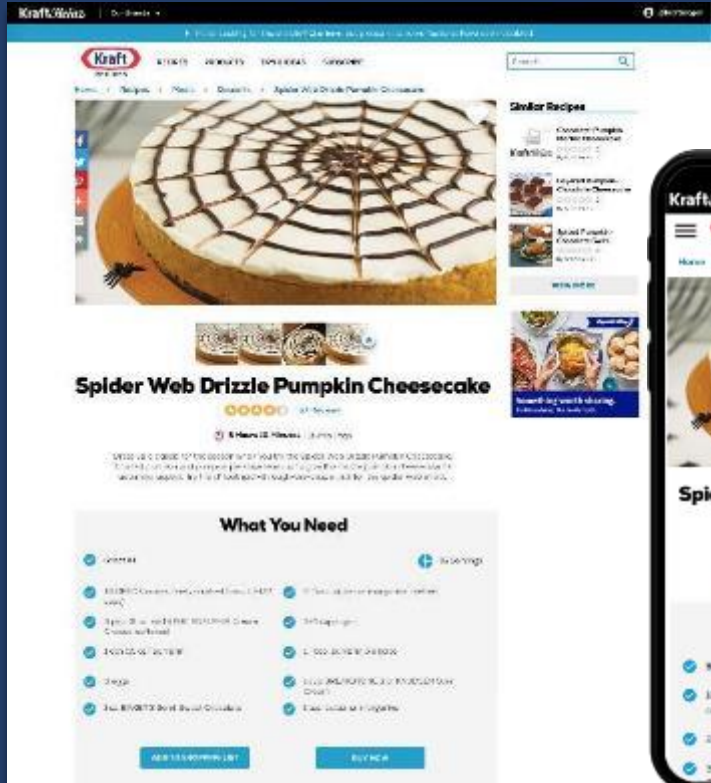


New San Francisco office

Steady innovation pipeline

\$100M venture capital fund

Relationship Marketing



Shoppable recipes

Mobile optimization

Personalized recommendations

Seamless social media integration



Increase in grocery
e-commerce
penetration:

Today

3%

2025

25%

Kraft Heinz's goal:
\$1B global
e-commerce
sales by 2020

Artificial Intelligence

wellio

**Chef, shopper and
nutritionist all in one**

**Personalizes variety,
healthiness and cost**



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Talent-Driven Growth

**Unexpected backgrounds
& entrepreneurial minds**

**Digital team tripled in
the last year**





The future of food,
**cooking
today**

THANK YOU