

## Whole Grains Workspace

C. ELM<sup>1</sup>

### ABSTRACT SUMMARY

Consumers consistently seek great-tasting food at a great value. But, more recently, foods need to provide variety, wholesome health, or convenience benefits. While consumer demographics may dictate the ranking of these consumer benefits, value offerings of naturally wholesome and great-tasting foods continue to grow in the market. Providing naturally wholesome foods provides a wide array of health opportunity targets. Many whole grain foods, like hot and ready-to-eat cereals, are well-suited for weight management and healthy heart consumer targets. However, whole grains can also support digestive health or fiber-enriched products that are appropriate for certain key consumer targets. The intersection of specific health-driven benefits, great taste, and great consumer value offers food manufacturers a platform for growth.

### Introduction

Consumers have a variety of choices in any food category. In most food categories, the hierarchy of benefit drivers favors taste, but other secondary benefits include convenience, value, health, fun, and variety (Figure 1).

### Experimental Methods

A keyword search was conducted qualitatively in the literature to identify and reference consumer benefits for different food categories. Those search results were extracted, reviewed, and categorized by benefit type by researchers.

Various benefit types exhibited close alignment with grain formulations, and some exhibited very close association with whole grain products. Those whole grain products were further studied for individual health state claims and development.

### Results and Discussion

The study revealed three levels of alignment to company goals and mission characterized as “largest,” “some,” and “other” levels of alignment.

### Conclusion

The study of whole grain workspace revealed significant alignment of company goals and mission against enhanced health states among consumers in the literature. Furthermore, the workspace indicated formulation enhancements that could

be moderately to very easy to develop and implement.

### Acknowledgments

The author wishes to acknowledge A. Monsalve, Ph.D., S. E. Williams, MS, and K. M. Setter, MPH, for their contributions to this presentation.

MOM Brands is the largest family-owned cereal company in the United States. The company has produced quality cereal products since 1919 and manufactures many varieties of oatmeal, family favorite ready-to-eat and all-natural cereals as well as its original, farina-based hot cereal. Today, one in ten servings of cereal breakfast eaten every day is a MOM Brands cereal. No other cereal company has more products in the Top U.S. 50 cereal brands. Dedicated to finding better ways to make a better breakfast at a better price, MOM Brands is continually innovating to produce, package, and transport its cereals in ways that reduce environmental impact.

Consumer Benefit Drivers	
Breakfast is Still About Good, Wholesome Food	
	How We Deliver Benefit
Taste	Flavor, aroma, texture, visual appeal
Convenience	RTE and “instant” preparations
Value	Value per servings, and Price at point of purchase
Variety	Different flavors, textures and benefits
Health	Ranges from wholesome to health claims
Fun	Eye of the beholder

Fig 1. Consumer benefit drivers

Health Framework Space With Whole Grains		
Concept Space Reveals Business Opportunities		
	Focus	Elements
Largest Opportunity	<ul style="list-style-type: none"> <li>Weight Management</li> <li>Healthy Heart</li> </ul>	<ul style="list-style-type: none"> <li>Whole grains and fiber</li> <li>Naturally low in fat</li> <li>Trans Free</li> <li>No cholesterol</li> <li>Sweetening choices</li> <li>Enrichments</li> </ul>
Some Opportunity	<ul style="list-style-type: none"> <li>Immunity Booster</li> <li>Digestive Health</li> <li>Gluten Free</li> </ul>	<ul style="list-style-type: none"> <li>Enrichments</li> <li>High ORAC additives</li> <li>Prebiotics</li> <li>Certain whole grains or grain parts</li> </ul>
Other	<ul style="list-style-type: none"> <li>Lower Sodium</li> <li>Fiber Enriched</li> <li>Longer Lives</li> </ul>	<ul style="list-style-type: none"> <li>Sodium controlled by formulation</li> <li>Enrichments including minerals</li> <li>Fiber sources and types</li> <li>Whole grains</li> </ul>

Fig 2. Health framework workspace

<sup>1</sup> MOM Brands Company, Lakeville, Minnesota 55446, U.S.A. E-mail: [crelm@mombrands.com](mailto:crelm@mombrands.com).