

THE CABINET



fig. 1

Observe
increasing
curiosity



Nobody can quite pinpoint why some opportunities explode while other no less credible ones fade away fast. Before you even know what a 'scooby' is, kombucha brands are in every chiller fridge, but very few Apple Cider Vinegar brands are anywhere to be seen.

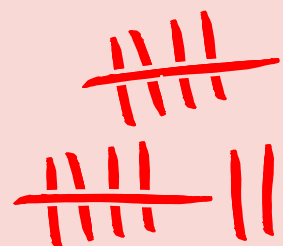
At The Cabinet we constantly look at what is coming down the line. One of the ways we do this is by monitoring spikes in online search terms to spot emerging interests. We then look at how these translate into consumers' real or virtual baskets.

We have been keeping an eye on trending consumer searches and want to share with you some of the things that are interesting beyond the search results themselves. We can help you get a step ahead of upcoming trends well before they explode, to ensure the most relevant and exciting branding and innovation opportunities are in your pipeline.

To get a taste of our findings read on, and if any of it piques your interest please get in touch. We'd be delighted to expand on our initial findings, explain why we chose them and why we feel they could be of interest to your business.

fig. 2

Collect the
data!!



THE NEXT BIG DRINKS

TRANSFORMING INTEREST
INTO OPPORTUNITY

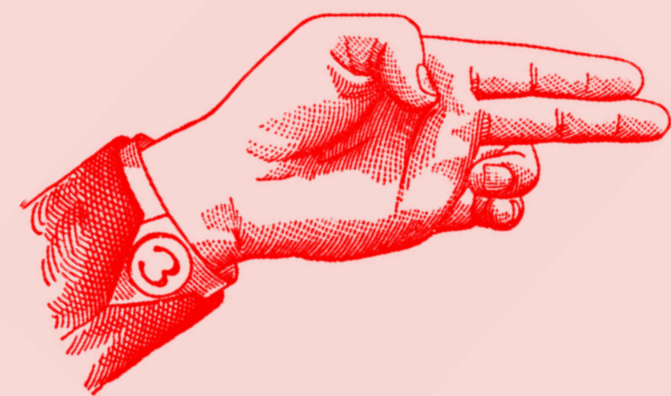


fig. 3

define the
patterns

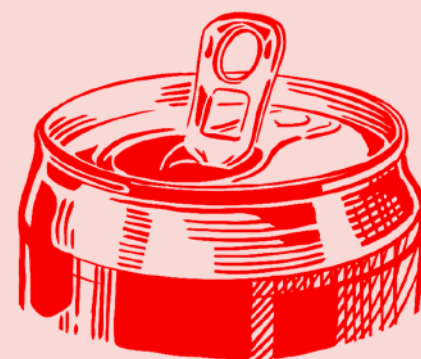


fig. 4

Interpret interest



fig. 5

Expose The
Opportunity

TO
CONTINUE

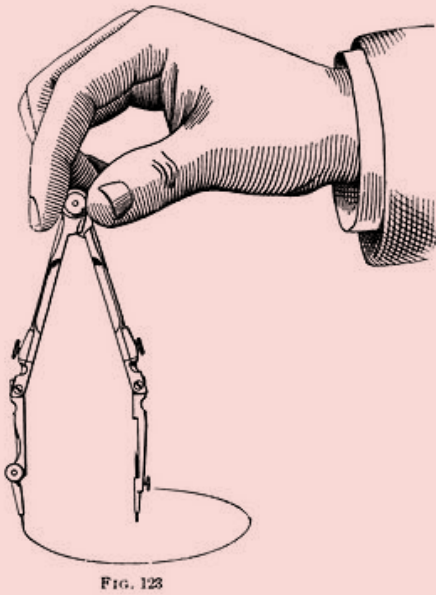
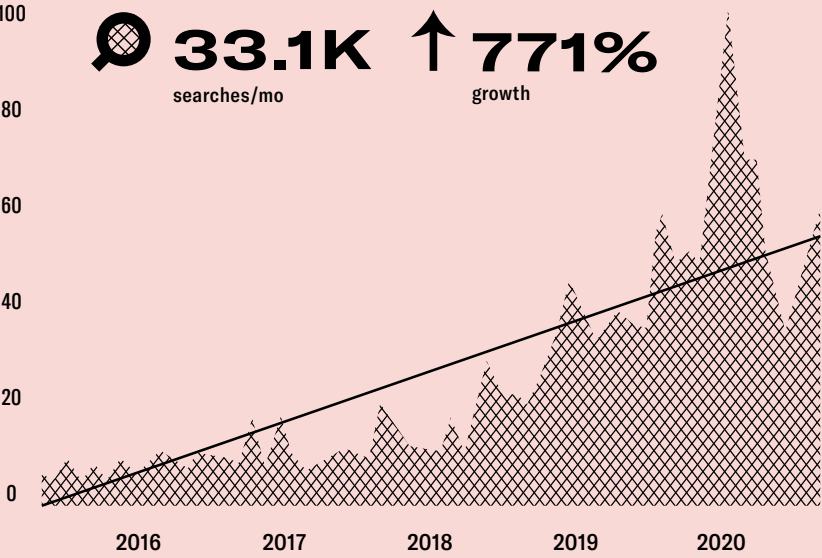


PLEASE
READ
ON...

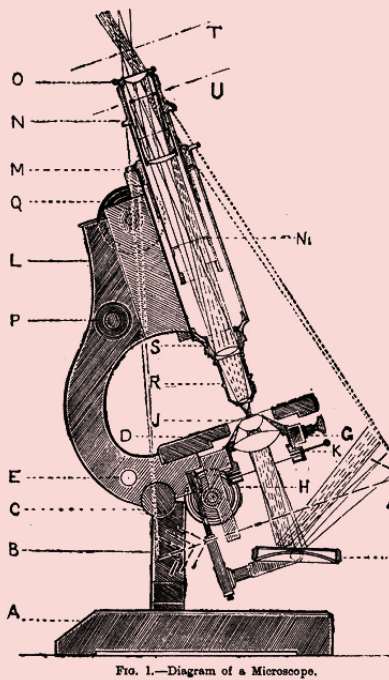
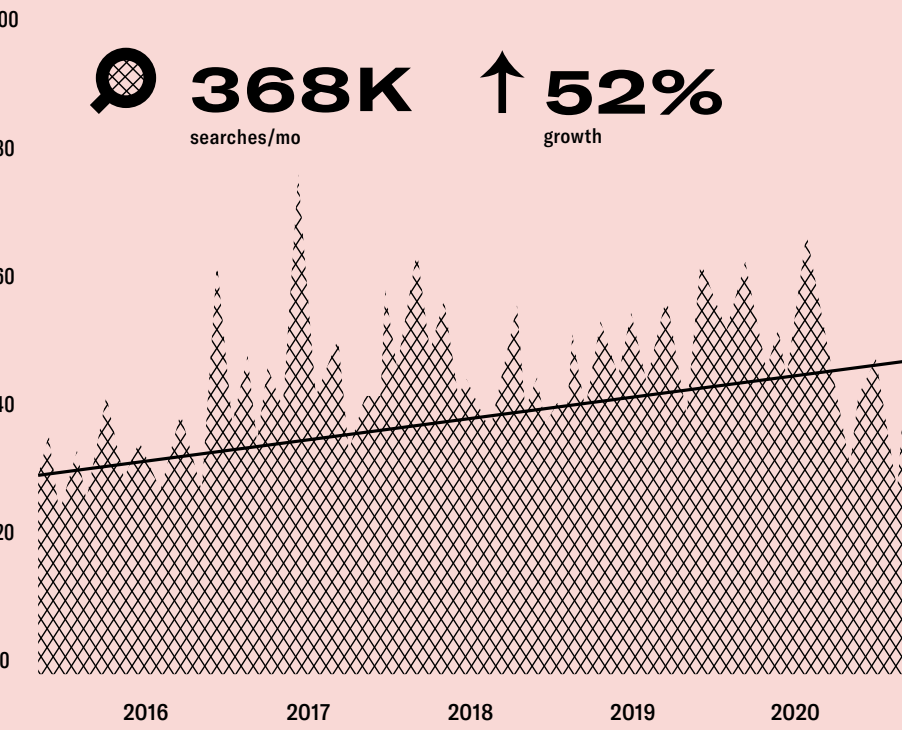
WHAT ARE PEOPLE SEARCHING FOR?

Consumers are increasingly interested in, and searching for, **molecular or synthetic lab-made products** which are more **ethical, sustainable and affordable**.

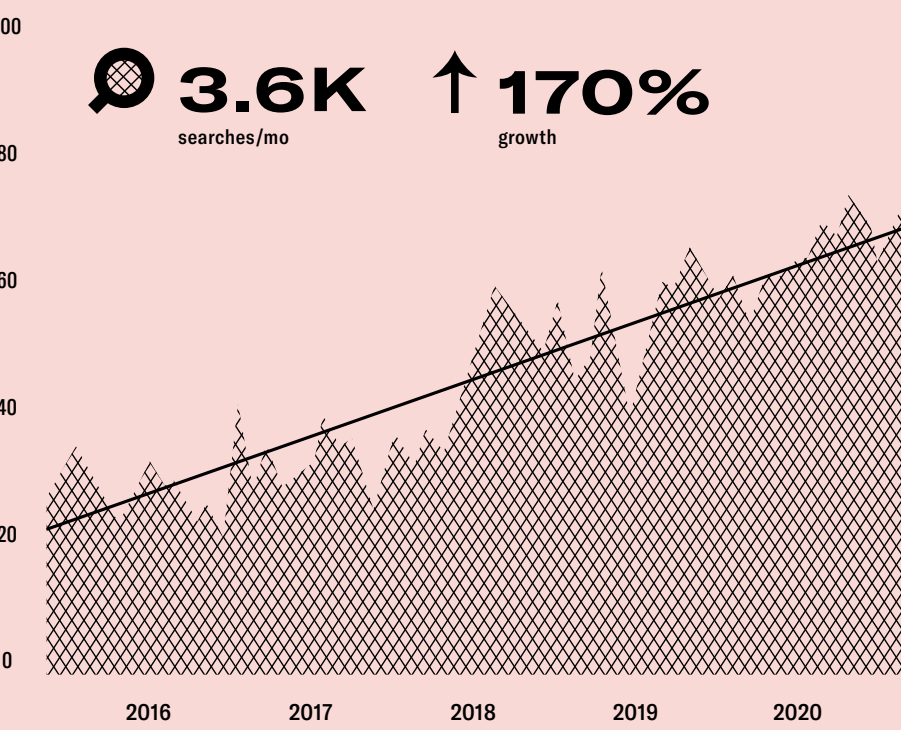
LAB GROWN DIAMONDS



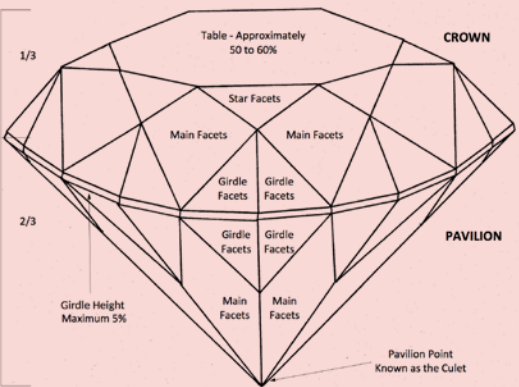
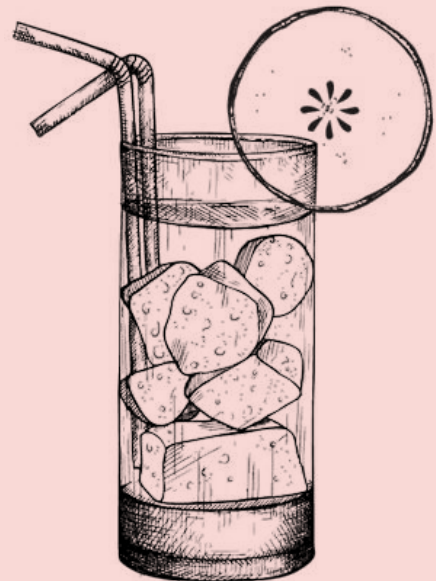
IMPOSSIBLE BURGER



LAB MILK

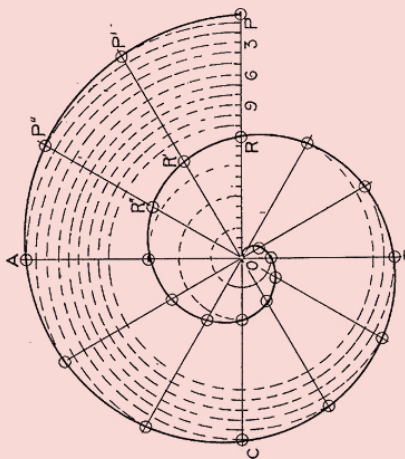


MOLECULAR ALCOHOL



WHAT IS THE OPPORTUNITY?

To produce molecular/synthetic reproductions of aged spirits at a fraction of the cost, a reduction in time and using ethical resources.



TO
CONTINUE



PLEASE
READ
ON...

Emerging markets...

ENDLESS WEST:

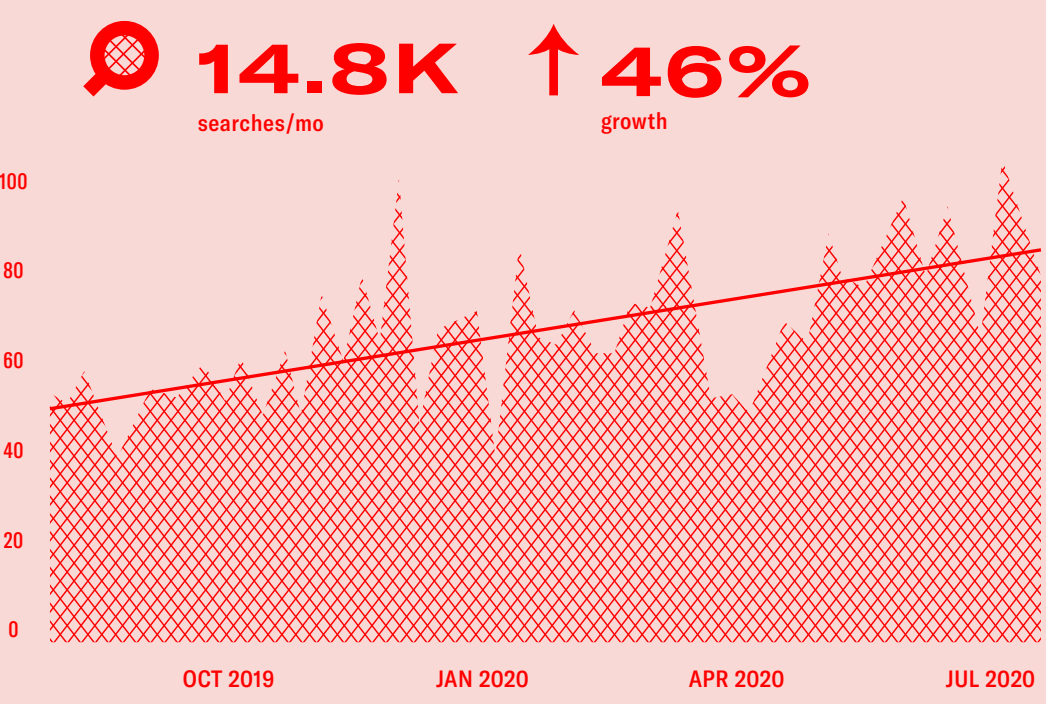
- GLYPH \$40* (WHISKEY)
- GEMELLO \$15* (MOSCATO D'ASTI)
- KAZOKU \$10* (JAPANESE SAKE)

WHAT ARE PEOPLE SEARCHING FOR?

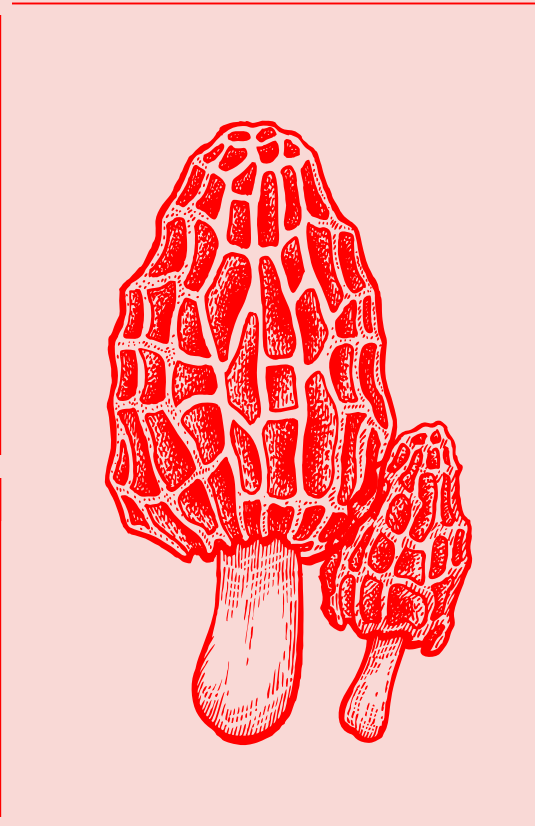
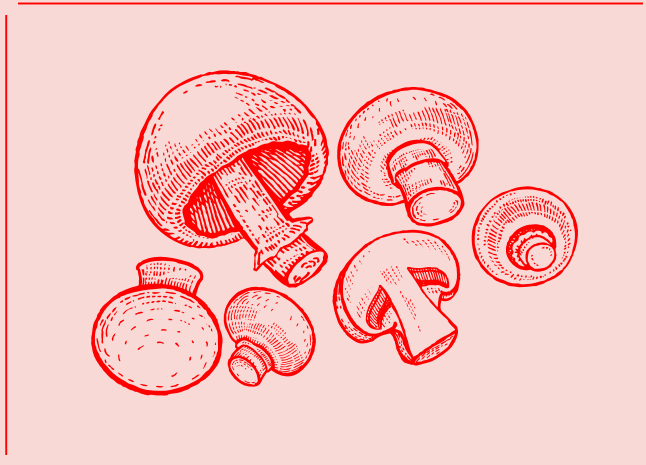
Medicinal mushrooms to promote health benefits for the mind and body and as favourable non-caffeinated alternatives to coffee, tea and hot chocolate.



MUSHROOM COFFEE



MEDICINAL MUSHROOMS



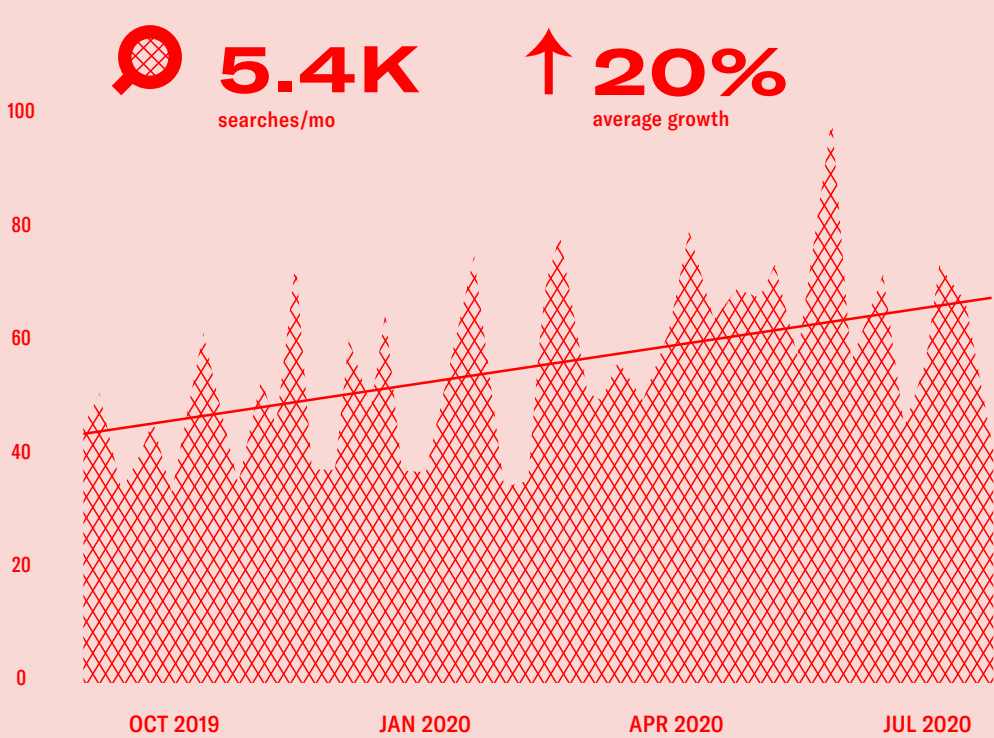
WHAT IS THE OPPORTUNITY?

To create mushroom based premixed beverages for the health and wellness category, or as alternatives to energy drinks and caffeinated beverages.

Emerging markets...

- MOONJUICE: ADAPTOGENIC PROTEIN POWDER
- REBBL: MAYAN COCOA GOLD LABEL ELIXIR
- EARTH & STAR: ORGANIC MUSHROOM LATTE
- FOUR SIGMATIC: GROUND COFFEE WITH MUSHROOM AND TWO EXPERIENTIAL 'SHROOM ROOM' LOCATIONS IN LA AND NYC.

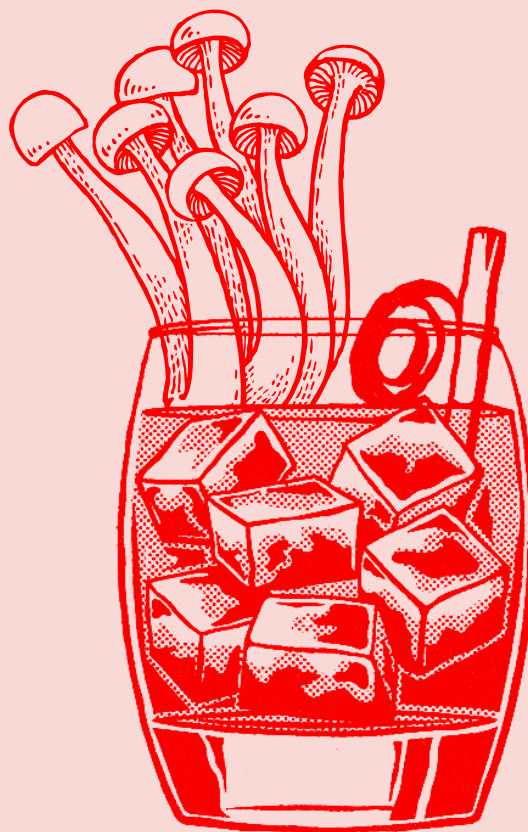
MEDICINAL MUSHROOMS



TO
CONTINUE

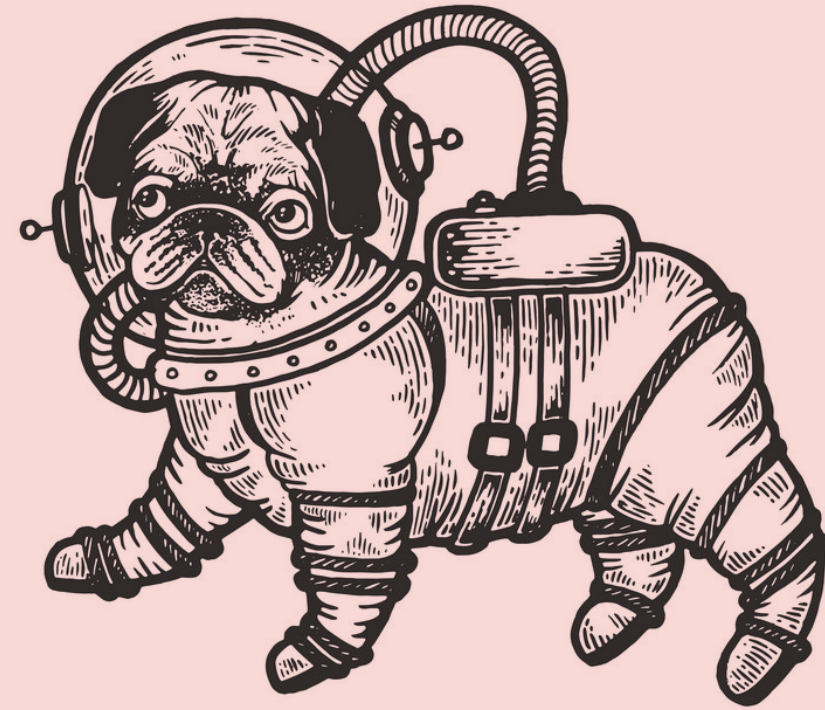


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ON...



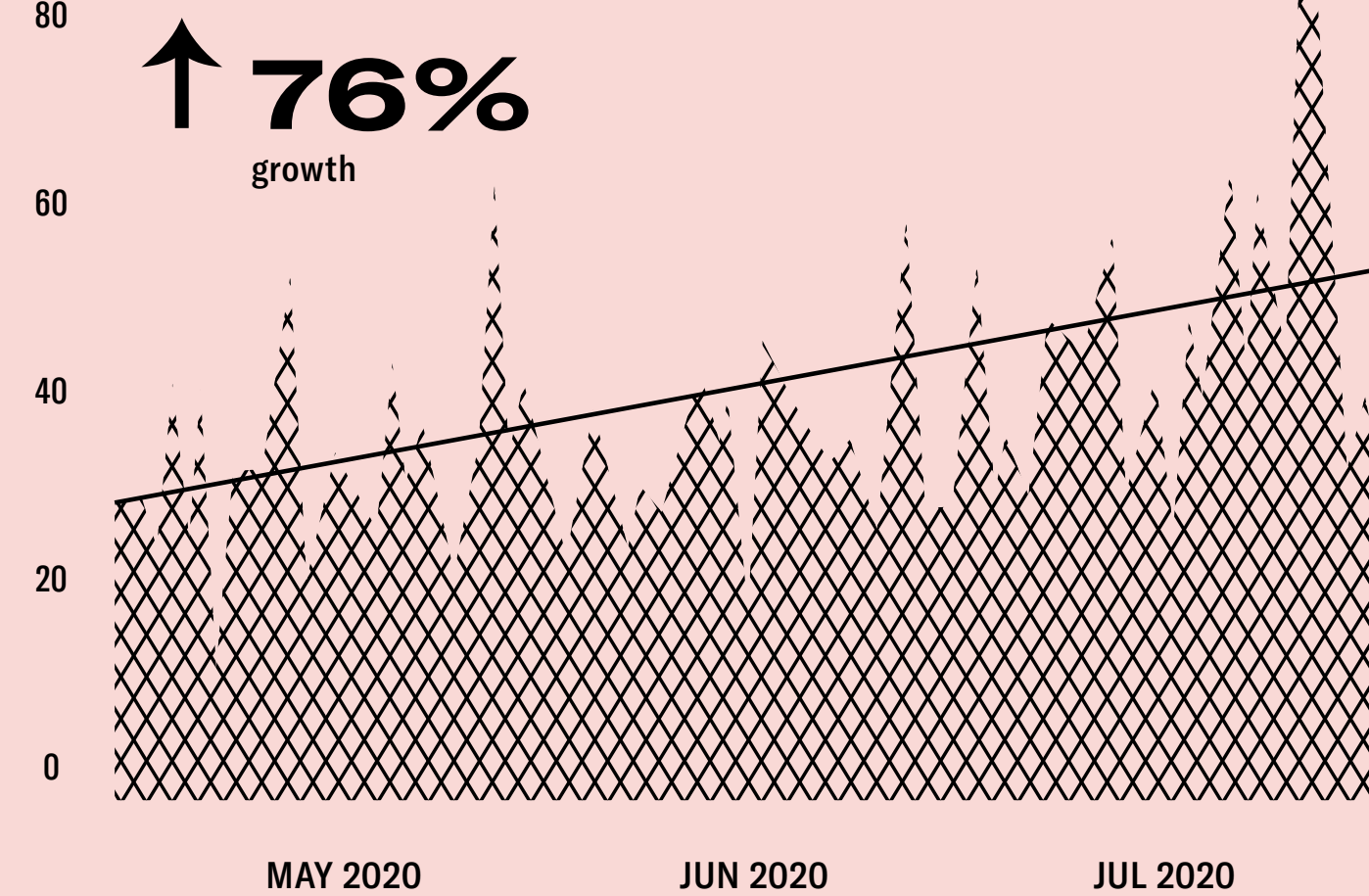
WHAT ARE PEOPLE SEARCHING FOR?

Pet products that **mirror owner's personal habits and lifestyle**, to offer pets a **human experience** beyond the basics of pet care.



CBD FOR DOGS

CBD given to dogs for therapeutic purposes. According to anecdotal evidence, CBD (cannabidiol) may help with ailments such as seizures and anxiety.



Emerging markets...

- CHILL PAWS: CBD OIL FOR DOGS
- BREWDOG: SUB WOOFER BEER FOR DOGS
- SMITH AND WHISTLE'S BAR IN LONDON OFFERING A COMPREHENSIVE "DOGTAILS" MENU

ANTHROPOMORPHISM OF PETS

WHAT IS THE OPPORTUNITY?

To offer **branded drinks** with **animal specific functional ingredients** so that pets can **benefit from added nutrients** in a beverage.

THE CABINET



fig. 1

*Piqued
Your
Interest?*



fig. 4

*Transform
interest to
opportunity*

fig. 2

*Want
to know
more?*



fig. 3

*Then get
in touch*

IF ANYTHING YOU HAVE READ
OR SEEN HERE PIQUES YOUR
INTEREST AND YOU WANT TO
KNOW MORE, PLEASE CONTACT
leila@thecabinetagency.com



Thank You...

...& WE LOOK FORWARD TO HEARING FROM YOU