



# THE GASTRONOMICAL WE

*What Our Food Says  
About Our Culture*

**10 TRENDS**

**SEPTEMBER 2015**

MEREDITH BARNETT FOR HAVAS PR



**HAVAS**  
PR

# WELCOME TO THE FUTURE OF FOOD

In this publication—which is an expanded version of the presentation Havas PR made to food media and influencers—we'll be dishing on what we believe are the 10 most exciting food trends happening right now.

In approaching our trendspotting, we look at the zeitgeist in pop culture and media, talk to experts, and review existing research in order to come up with fresh ideas that get people and brands thinking about an industry (or perhaps something even greater—our culture?) in a new light.

Before we dig in to the food trends, we want to first address *why* we are defining them. Many people have opinions about the next avocado, coconut oil, kale, quinoa, cauliflower and even cricket flour—and, hey, they are probably right.

Where we hope to add value is to get us all thinking a bit more deeply about the cross-section of food and culture. So not necessarily about the next hot ingredient or restaurant (that information is readily available to you already), but about the ways we eat (the what, where and how) and the manner in which they intersect with everything else in our culture, from social media to sustainability and even skincare.

Turn the page to start reading about our top 10 trends focusing on cuisine meeting culture. Hopefully, you'll agree with them—if not now, then later, when you're smearing turmeric all over your face.

**Meredith Barnett for Havas PR**

September 2015



#1



# BEAUTY *and the Feast*



**A**nd speaking of turmeric ... edible ingredients have always starred in lotions and potions—think of the black tea, ginger, aloe, avocado, brown sugar, chamomile, grapefruit and lemon that are probably key ingredients in the bottles lining your bathroom shelves, not to mention the DIY beauty treatments you might whip up at home.

But historically, what was on the up-and-up in food was fairly unrelated to what was going on in beauty (or beauty followed food after a considerable lag; such was the case with green tea, which first became popular as a beverage and a cooking ingredient, then quite a bit later started showing up in countless beauty products).

Now, however, we're seeing ingredients become popular in food and beauty almost simultaneously.

Cristina Mueller, a former beauty editor who still writes regularly for *Vogue*, *Glamour*, *Allure* and other top magazines, while serving as the writer and event planner for Alice Waters at Chez Panisse, put it best when she told us this: "With the rise of organic beauty lines, more skin-care companies are tapping into the topical healing powers of nutritional powerhouses. And at the same time, the food industry is creating more and more beauty-minded juices and dishes."

So while wellness experts gush about the stress-busting, disease-fighting



benefits of turmeric (and spoon it into recipes for food and drinks), the traditional Indian spice is showing up as an apothecary ingredient from mainstream beauty brands such as Origins, Santa Maria Novella and Juara.

Another example: coffee. From Bulletproof (now opening its first store) to cold brew to Nitro coffee served on tap, our collective coffee intrigue (or is it snobbery?) is at its height. So although coffee has long been used as a skin stimulant in a variety of beauty products, perhaps it's no surprise that Frank Body—a coffee-based Australian beauty line with the tagline “Hey, babe. How do you take your coffee?”—boasts more than 660,000 Instagram followers thanks to its seductive images of well-exfoliated models covered in coffee grounds.



Activated charcoal supplements are now all the rage in health circles for the way they help your body rid itself of toxins. You'll find activated charcoal in all sorts of juices, most notably from national chain Juice Generation, which has its own line of charcoal-based juices that it says add an “energizing glow” to your daily routine. Yet at the same time that people are eating and drinking charcoal to make themselves healthier and more beautiful, we're also seeing it show up in mainstream topical skin-care products from beauty leaders such as Clinique and Bioré.



As consumers and marketers alike come to terms with the truth behind the age-old saying “You are what you eat,” it's no surprise that beauty and food are becoming ever more closely linked. Expect not only to see trendy ingredients show up simultaneously in food and beauty, but also for the categories to couple even more closely—with food brands making more claims about beauty and perhaps even beauty brands coming out with treatments you can eat and drink.



#2

# INSTAGRAM— *Engineered Eating*

**W**e can probably all agree that social media has become an enormous source of information (and inspiration) on food and dining. Yet a desire to be Instagram-friendly is also affecting, to a great degree, how food trends and products occur in the first place.

Case in point: Sophisticated foodies would rather eat Wonder Bread than see another image of a Mason jar, but they are everywhere. As in: Photo service Shutterstock recently reported that recent purchases of pictures of Mason jars have increased a whopping 446 percent. Mason jars might indicate a yearning for simpler times, as Shutterstock claims, but they also look so darn pretty in a picture.

Just stuff a bunch of Mason jars full of color-coordinated candy for a wedding “candy bar” (now that’s a trend that won’t end). Or fill them with lemonade and stick in a retro striped straw. Or how about salad in a jar? One of the year’s biggest food fads, layered salads in reusable jars, is perfectly Pinterest-friendly.

On a related note, we seem to be as crazed about bowls right now as we are about jars. First it was smoothie bowls—the wellness craze that is basically a superfruit-packed smoothie topped with all sorts of whole fruits, seeds and berries.

Now the movement has extended to lunch and dinnertime bowls that combine a grain, a green, and a protein



with a sauce or dressing. Restaurants like M Café in Los Angeles, Egg Shop and Dimes in New York City, and Blenders and Bowls in Austin have the lines to prove the popularity of the bowl meal (as, of course, do the more traditional ramen and pho spots you'll now find everywhere). Bowls are undoubtedly nutritious and convenient, but it isn't a coincidence that this trend is picture-perfect, too. Dimes, for example, has almost 15,000 Instagram followers who drool over images of its colorful fruit-and-veggie-packed bowls.

When it comes to the way Instagram and its ilk are affecting our national menu, look no further than Chili's, which spent a reported \$750,000 explicitly to make its food more Instagram-friendly. The chain's CEO

told Bloomberg his team was focused less on how food tastes and more on how it's presented. Fries served in stainless-steel containers instead of a plastic basket, burgers placed higher on the plate and buns that are more visually appealing are all recent changes explicitly intended to encourage more mealtime selfies.

This past summer, a Tel Aviv winery made waves all over tech media with a custom-made set of plates designed to get your food to look prettier on Instagram. The Limbo, for example, has a slot for your smartphone and a high, curved back to hide any distracting backgrounds. The 360 also has a slot and can be spun to create action footage of your plate.

Marni Katz, a Boston-based writer who blogs about design and food at StyleCarrot, told us she'll explicitly choose a restaurant based on the quality of light for an Instagram shot. She said she buys props for the sole purpose of better styling the food she makes at home, and she tries to keep fresh flowers around the house so that she can use them to enhance her images. She even told us that although she loves her speckled quartz Caesarstone countertop, it doesn't look good on Instagram. "If I were designing a kitchen for myself now," she says, "I would probably take how it would look on social media more into consideration."

#3

# WATER *Woes*



**N**amed one of the 10 biggest culinary trends for 2015 by the National Restaurant Association, food waste reduction and management is a hot topic right now. Movements related to that trend, like “head to tail” and “root to stalk”—the idea of consuming an entire animal or plant so as not to waste any of it—probably already feel a little bit last year to many people.

What’s at its boiling point right now, however, is the subject of water. Namely, the expanding interest in how very much water it takes to grow and prepare the food we eat—and how we can waste less of it.

For several years, nonprofit and government organizations, such as Feed

the Future, the U.S. government’s global hunger and food security initiative, have been thinking globally about how to address a growing population’s demand for not only food but also the water to grow it. Their programs aim to encourage cross-national cooperation on water usage, address climate change, provide greater global access to irrigation, conserve water and even develop the kinds of crops that require less water to grow than traditional ones. A successful pilot program in Senegal, for example, provided smallholder farmers in lowland areas with a variety of rice that doesn’t require irrigation, which often isn’t available where they live.

But it is the recent California drought that has undoubtedly brought water to

the front and center of the mainstream American table.

Tamin Pechet, chairman of Imagine H2O, an incubator funding companies providing solutions to water challenges, told Havas PR: “Water shortages have increased public awareness not only of water consumption but also of the effective consumption of water used to grow the food we eat and make the products we use. In California, a major food-producing state, the Energy Commission estimates that almost 20 percent of the state’s electricity is used to move and treat water. Our water, food and energy systems are inexorably linked. Choices we make in one have meaningful impacts on the others.”

More sustainable production—like dry farming techniques that take advantage of rainfall and the moisture that’s already in the soil—will be critical to cutting back on our national water use.

But so will the choices we make at home. That might mean cutting back on eating so-called water guzzlers like avocado, rice and almonds. Or reducing consumption of meat and dairy, since a lot of water is used to grow crops for animal feed.

Reducing water consumption also can mean changing our kitchen habits—steaming instead of boiling, using fewer pots and pans, watering plants with

leftover cooking water, boiling pasta with less water and reinventing old recipes so that they require less water.

Circumstances and a growing consciousness about water use will also ultimately shift our expectations about the way food looks and tastes. In a *New York Times* article this summer called “California’s Drought Changes Habits in the Kitchen,” the author wrote of how “[c]heese makers who rely on milk from animals used to eating lush grass have had to contend with radically different flavors in the milk.” The article also notes that there’s an occasional upside to growing food with less water: “Less irrigation means the cells aren’t as full of water, which leads to smaller, intensely flavored fruit.”

As for the drought itself, if there is one upside, it’s that it has prompted awareness of concerns about water—and how our individual choices can make a difference. In the near future, look for greater water consciousness through more content in blogs and magazines about how to reduce consumption when cooking, more communication from restaurants about their water policies, more information on food packaging about water used to produce food products, and more signage at grocery stores about amounts of water used to grow certain crops.

#4

# HAPPIER Meals



The past year has witnessed a movement—if not a revolution—to cheer up, of all things, the brown-bag lunch.

Making happier meals is a thing for grown-ups. On popular food blog Food52, for example, there's a regular feature called Not Sad Desk Lunch, featuring posts like "Today's Not Sad Desk Lunch: Marinated Zucchini" and "How to (Literally) Turn Lunch into a Work of Art."

But it's an even bigger deal when it comes to kids. For every blogger out there encouraging grown-ups to step up their lunch, there are a dozen of them focused on doing the same for children.

Weelicious is a popular kid's eating blog with a huge section devoted

exclusively to school lunches. Food52 even has a regular feature called Amanda's Kids' Lunch, where the site's co-founder (a former *New York Times* food writer) showcases what she's making for school lunches. (Let's just say you will be jealous.)

There are dozens more blogs, like Happy Little Bento, Bento Monsters, BentOnBetterLunches and BentoLunch, dedicated solely to bentos, Japanese boxed meals, that are known for featuring food shaped like woodland animals, friendly monsters and even Hello Kitty.

All are part of an enormous mommy blogging industry that is valued at \$2 trillion for its influence on

purchasing decisions. (In fact, 56 percent of moms are said to buy brands based on blog testimonials.)

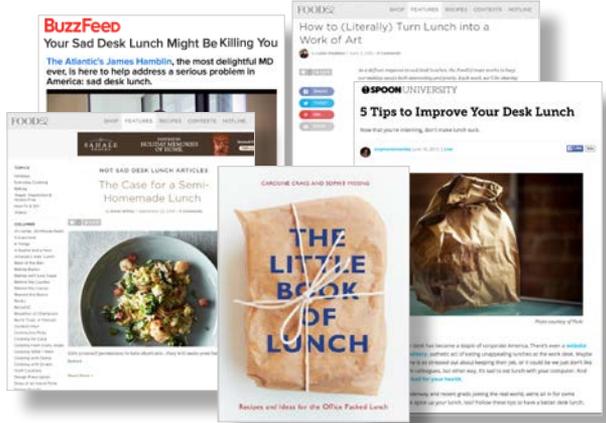
The happy lunch movement is perhaps no surprise. Easy access to information and inspiration means that if you don't know what to make your kids for lunch this week, a few minutes on Pinterest should surely help.

There's also a strong connection between happy lunches and healthy lunches.

Carissa Bonham, who writes the Creative Green Living blog, told Havas PR: "For too long, people have assumed that kids would not eat healthy foods—specifically fruits and vegetables—without putting up a fight. What we are now seeing, though, is that presented the right way (read: in a fun or novel way), kids happily gobble up the good stuff. It's a big win for everyone."

The current generation of parents has a greater understanding than any previous generation not only of wellness but also of the importance of instilling healthy habits from an earlier age. If making lunch in the shape of a squirrel or boat means your kids will be more likely to eat it, then the feeling is that it's worth it.

The risk in all this is that those of us who feel overwhelmed just getting through the day between work and life will feel resentful of the pressure to one-up the



next mom who is sending her daughter to the school cafeteria with a mermaid carved out of a purple sweet potato and lying on a bed of quinoa sand.

There's a fine line between encouragement and pressure. No parents should wonder if their love for their children is being measured by the aesthetics (or even the contents) of their kids' lunch.

While there is always a place for Hello Kitty bentos, when the clock strikes 12:30 and stomachs young and old begin to rumble, the ultimate winners of the lunch wars will be the bloggers creating content that's inspiring but forgiving, the packaged-food manufacturers who can provide solid, time-saving alternatives for "the real thing" (or options that are even better when it comes to both taste and nutrition) and the parents who pack school lunches with love.

#5

# DAREDEVIL *Dining*

The year 2015 has been a hot one. And we're not talking climate change or celebrity antics. The food world has gotten serious about spice, with spicy supermarket snacks lining grocery store shelves, fast-food chains competing to see whose new introduction is spiciest and fine dining spots introducing ever-spicier dishes.

But you already know that. And you are probably already sick of sriracha.

It's common to attribute the spicy food trend to millennials and their high-wattage taste buds. But if we dig a bit deeper, we see that spicy food is just one manifestation

of the way this generation's tendency toward thrill-seeking has met its sophisticated palate and its desire to see everything as a social-media-ready moment.

According to a Piper Jaffray survey, teenagers are, for the first time ever,



spending more money on food—just barely beating out clothing—than any other category. Food has overtaken luxury as the new status symbol for this generation, with the most recent data showing that 44 percent of millennials have posted a food or drink photo on social media and that 52 percent of those ages 21 to 32 would rather attend a food festival than a music festival.

Yet it's not necessarily fancy food that millennials are searching for—it's experiential dining moments that involve a story, a shock, a risk or anything else likely to get attention on Instagram. For a generation raised on the Ice Bucket Challenge and Tough Mudder, spicy food is just one manifestation of extreme living.

No wonder Jelly Belly is into its third generation of its BeanBoozled



jellybeans. (For those who haven't tried them—each color of these mystery jellybeans could be one of two flavors: Peach or Barf, Juicy Pear or Booger ... try it and see for yourself!) And Dum Dums offers something similar: Its Mystery Mania lollipops come in flavors like Pizza, Bacon and Buttered Popcorn. Just think of the photo ops.

As María del Mar Sacasa, a food stylist and author of *The Quinoa [Keen-Wah] Cookbook*, told Havas PR: "I think whether it's a sweat-inducing chile or a crunchy cricket in your quesadilla, it's all about people's growing willingness to try new things, especially after seeing someone else do it on social media. Millennials are venturing out more and more in search of the unusual."



#6

# HEALTHY SNACKING *Knows No Number*

(At least insofar as the age of the person eating the snack.)

Gone are the days when moms would throw their kids a sleeve of Ritz Crackers and go down some cottage cheese in the kitchen corner. OK, we're being slightly facetious here. But what we really mean is that whereas back in the day,

there were “kids’ snacks” and “grown-up snacks,” nowadays, snacking is cross-generational. As adults become more educated about nutrition, they're demanding more wholesome snacking choices for the whole family. The idea of everyone sitting around a table snacking on kale chips is a very modern one.



“We’re finding that kids love our snacks as much as adults do, so it’s turned our focus in a whole new direction,” says Julia Dzafic, who writes about fashion and fitness at the wildly popular blog *Lemon Stripes* and serves as marketing director for Nourish Snacks, the healthy, gluten-free snack brand from Joy Bauer, the “Today” nutritionist. “We like to say



that our snacks are loved by kids of all ages—1 to 100.” Dzafic told Havas PR that Nourish—which offers products like blueberry-apple granola bites and chewy pineapple with roasted almonds—originally launched with adults in mind but has now shifted its focus to the whole family.

The sweet spot for brands is to satisfy the sophisticated grown-up *and* the fun-seeking kid in all of us. Nourish, for example, is made of wholesome ingredients that are high in protein and fiber and low in calories. It also has eye-popping packaging, and fun and funny product names like Monkey Love (chocolate-banana granola bites) and

Miss Popular (dark chocolate and half-popped corn kernels).

Other good examples of snack foods that appeal to grown-ups and kids alike include Fuller Foods Serious Cheesy Puffs—small-batch, handcrafted cheese puffs made of all-natural ingredients—and Pretzel Crisps Gluten Free Vanilla Yogurt Minis, which will satisfy your food restrictions and your cravings in one. And let’s not forget the recent announcement by Mondelez, the company that makes Oreos, which said it plans to have half of its portfolio contain healthy snacks within the next five years. Talk about having your Double Stuf Oreo and eating it, too.



#7

# TO WHICH FOOD TRIBE *Do You Subscribe?*

**A**re you Paleo? Vegan? Raw? Gluten-free?

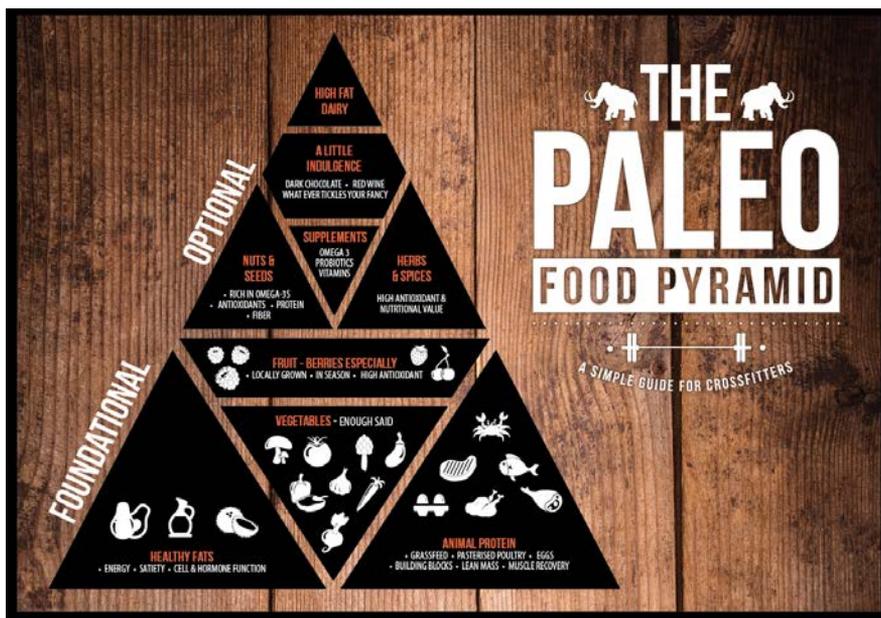
Here are some statistics from Next, a health and wellness product consulting group:

- Forty-four percent of adults say food restrictions, food allergies or avoidance of certain ingredients dictate what they eat.
- Self-identified “food tribe” members spent \$92 billion in 2014. That’s 12.5 percent of U.S. food sales.
- The gluten-free market is expected to grow 68 percent in the next five years, to a total annual spend of \$21 billion in 2020. Similarly, Paleo will grow 364 percent, vegetarian/vegan



will grow 86 percent and raw will grow 101 percent.

Suffice it to say that food tribes aren’t a fad; they’re a lifestyle. They have become real communities in the way they bring people together and connect them. We call them tribes (an inclusive term that implies a sense of community) instead of food-restriction groups, after all. Remember when people used to bond over the fact that



they were smokers? They'd be the ones outside in the cold huddled over their cigarettes. Today, connecting with someone (at a party, at work, online) because you're both gluten-free is the new-fashioned version. ("Let's chat over a plate of quinoa pasta ...")

Yet at the same time as food restrictions have segmented people, even outsiders are attracted to the healthy ideals ascribed to food tribes.



Five years ago, if you weren't, say, gluten-free, seeing it advertised on food packaging would have been a turnoff. Or what if you showed up at a wedding only to find out that the bride and groom were g-free—and so were their nuptials? (There goes the expensive wedding gift.)

Now, thanks to better food products and the mainstreaming of food tribes more generally, even those who aren't gluten-free (or Paleo, raw, etc.) are starting to see these terms in a positive light that's associated with overall health. That changes the game—and significantly broadens the customer base—for food and dining entrepreneurs who seek to appeal to more restrictive lifestyles while not alienating the mainstream.

#8

# FERMENTED *Fever*

**H**ere's a quote from Well+Good, one of the most informative and best wellness newsletters out there: "Every food expert on the planet will tell you that the healthiest foods are usually the freshest. But the latest beneficial food group isn't a bit farm to table—it's fermented—meaning ingredients like cabbage and cucumbers have been left to sit and steep until their sugars and carbs become bacteria-boosting agents."

We're fascinated by the way fermented food is such a counterpoint to the mainstream thinking that fresh food is best. And we're interested in the way fermented foods encapsulate so many other foodie trends—including probiotics (think coconut



yogurt), alternative proteins (miso and tempeh come to mind) and Asian foods (kimchi is probably the best-known fermented food).

Kombucha, a bacteria-filled fizzy tea that is beloved by many athleisure-wearing urbanites for its supposed health benefits, is fermented. Several upstart coffee brands are selling fermented coffee with the claim that the fermentation process adds complexity and depth to the flavor. A fermented sourdough bread is all the rage in Los Angeles, and a fermentation

fetishist (in the words of Eater) was just the subject of a documentary short.

Pickles have been called the “gateway ferment” because their taste is palatable and familiar. And, like the fermentation process, they’re trendy, too—both major players in a thriving at-home preserving movement that sits squarely within the context of a food culture obsessed with ancient grains and foraged greens.

Fermented is a force that’s only going to get stronger.



#9

# DESTINATION *Peru*

It would have been easy to devote this booklet to trends in ethnic food. More and more, our increasingly diverse population is seeking out global tastes. Consumers believe ethnic foods are healthier, more flavorful, and more exciting and authentic to eat than their classic American counterparts. And while stalwarts like Mexican, Italian and Chinese still remain the most popular ethnic cuisines, it's most telling to focus on what's up and coming.



One cuisine we will be seeing a lot more of in the coming years is Peruvian. This trend speaks to the way food trends don't arise in isolation: They're a result of demographic, political and pop culture shifts.

The rise of Peruvian food is coinciding with a growing interest in Peruvian culture more broadly. Andrea Linett, a fashion consultant, blogger and author, recently took a sponsored trip to Perú Moda, a kind of Peruvian Fashion Week. "When I returned," she told Havas PR, "I began to notice a sudden surge in Peruvian *everything*. Tons of designers make their clothes there, as the alpaca and leather are fabulous; Peruvian restaurants—from classic chicken spots to places serving adventuresome



fusion cuisine—are popping up all over New York. Peru is even becoming an increasingly popular tourist destination.” (It’s worth noting that *The New York Times’* Travel and Style sections covered the area a ton just this summer, focusing on everything from travel spots to Peruvian fashion bloggers with international appeal.)

Peruvian food hits the sweet spot when it comes to what we want from what we eat: Dishes like *arroz chaufa*, similar to fried rice, have a homemade, done-from-scratch vibe that a majority of ethnic food eaters say they are seeking (especially those from our country’s growing Hispanic population). Much of Peruvian food—such as the traditional ceviche—is healthy, another important quality for ethnic food eaters. Peruvian food is exotic, but not too unfamiliar; Peruvian *pollo a la brasa*, for example, isn’t all that different from other roasted chicken dishes.

Thanks to its large population of Japanese people, who began migrating there about 100 years ago, Peru has pioneered the kinds of mash-up dishes (the fusion cuisine is known as

Nikkei) that are so popular right now, especially among millennials. Think fresh fish or ceviche with corn, yucca, sweet potatoes, kumquat, or other fruits and vegetables. Peruvian food has a deeply rooted, ancient history but has been creatively fused with modern ingredients and techniques. It’s so perfect for this moment.

Peruvian cuisine also has benefited from efforts toward cultural diplomacy. Over the past decade, according to NPR, “the Peruvian government has been making a very deliberate effort to popularize its cuisine worldwide” through partnerships with chefs and the promotion of native food products. (Korea and Mexico have employed a similar strategy.)

No wonder there are at least two dozen Peruvian restaurants in San Francisco alone. Look for more Peruvian cookbooks, restaurants, celebrity chefs and even snack foods coming *pronto*.



#10

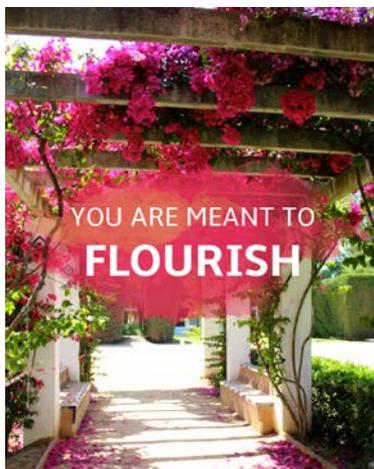
# FOOD THAT *Flourishes*

**T**his last trend is more of a hunch about a term we think is going to start showing up everywhere—on topics related to food and everything else.

Remember a year or so ago when everyone—from restaurants to Silicon Valley entrepreneurs—wanted to “delight” you? How about when every industry—from taxis to music to laundry—was getting “disrupted” by some newfangled startup? Or when sneaker shops, flea markets, news aggregators and everything else, it seemed, added value by “curating”?

The next buzzword: *flourish*. We first tuned in to the term at a conference planned by Havas PR and sponsored by Sodexo, a multinational quality-of-

life services company. In a fascinating talk about how to help women reach their full potential in the workforce, Sylvia Ann Hewlett, an economist and CEO of the Center for Talent Innovation, said that one of the things

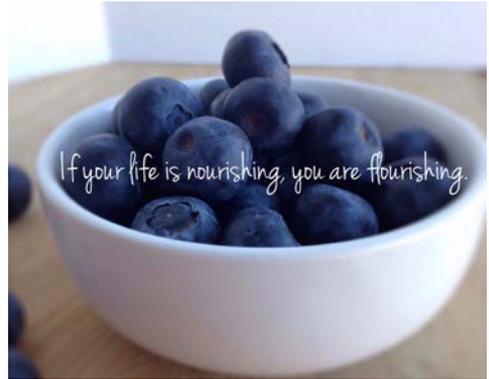


women value most in the workplace is “the ability to flourish.”

Then this summer, Zico coconut water launched a striking (and sexy) ad that featured actress and entrepreneur Jessica Alba. “Flourish,” the ad reads in bold lettering, “from the inside out.”

It does seem that with all the chatter about women “having it all,” the desire to flourish—meaning to grow and develop in a favorable, vigorous environment—is apropos. Layer that on top of the fact that women account for 93 percent of food purchases, and the idea of flourishing feels particularly right for food marketing.

Our bet: Whether marketers co-opt the word or not, brands (in food and otherwise) are soon going to start framing themselves as enablers of the flourishing movement.



**FLOURISH**  
FROM THE INSIDE OUT

crack  
life  
open

Grow your body some love and help it flourish with ZICO® Premium Coconut Water. With five electrolytes including potassium, your body will thank you.

# ALL'S WELL AT HAVAS PR

At Havas PR, we are committed to helping our clients be the news. For our many food brands, that often means defining where they sit among consumers' ever-changing palates. Our agency combines our newscrafting expertise with a unique trendspotting capability. Looking for social patterns helps us show clients what's in the air, devise pioneering strategies for their companies and brands, and leverage the trends into future headlines for them.

Plus, raised under our parent company Havas Health, we bring a solid understanding of the health and wellness category and the demand for new, innovative products and services that will keep everyone mentally and physically fit.

This combined approach has led us down the path of creating a PR practice that supports numerous better-for-you brands, including Pirate Brands, Rickland Orchards' CLVR bar, Fox Restaurant Concepts' more than 50 restaurants across the U.S., Ruby Rocket's fruit and veggie-based snacks, Revelator Coffee throughout the South, and New York Style bagel and pita crisps.

Our award-winning agency, based in New York City and with offices around the country, has also carved out a portfolio with a cutting-edge niche: the gluten-free movement. Gluten-free is currently exploding in popularity among consumers who are looking for better-for-you alternatives in a sea of food and beverage choices. Havas PR has taken on the call to amplify the gluten-free message for multiple clients and is packaging our specialty into the first dedicated PR practice in the U.S. for gluten-free products.

---

Havas PR North America  
200 Madison Ave.  
New York, NY 10016  
us.havaspr.com  
@HavasPRUS

Jody Sunna, EVP, Consumer and Lifestyle  
E: [jody.sunna@havasww.com](mailto:jody.sunna@havasww.com)  
P: 646-409-3782