

Mutrition knowledge feed first quarter 2021

May I have your attention for 2 minutes?

Do you want to consider your status quo?

In this quarterly knowledge feed Mutriton would like to share knowledge and invite you to consider marketing & nutrition services in your strategy, tactics and operations.

Mutriton...

...supports professionals at Dutch food companies with strategic marketing, market intelligence and nutritional concepting. Through self-learning consultancy your acknowledged value by uniqueness is secured as well as return on intelligence is optimized.

Joint forces....

...by the Healthy Marketing Team (Sweden) and Mutriton (NL).

The recent annual Global Game Changers publication by HMT can be enriched with an hours presentation in which the insights will be applied to your business. With joint forces consultants from HMT and Mutriton will contribute to the presentation when 'tipped by Mutriton' is included in the order of the publication.

The Global Game Changers 2021 Report is not just a trend report, it is a 'how to make health trends work for your brand report'. With this year's focus on what is driving lifestyle niches into the mass market, what will motivate Early Mass Market Consumers to accept new ideas and how to position your brand for Early Mass Market success – including a step-by-step toolbox on how you can make it happen for you brand! Please visit the following link for more information;

<https://www.thehmt.com/gc2021/>

Keen to consider your status quo?

A big thumbs up as it requires effort and sportsmanship to do this!

The role of external thoughts has proven to be valuable, Mutriton is well equipped to provide this external view and to question the status quo. Please be invited to have a free of charge introduction that will cost you an hour of your time and will give you at least one food for thought if not more;

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Mutrition knowledge shared...

Securing ones added value is crucial for one's continuity, what's the value of added value if your customers are not linking it to your proposition?

However marketing literature/articles mainly describes the idea of added value and only to a limited extend elaborating on acknowledged value. Mutrition views various advantages when acknowledged value is systematically monitored and managed;

- Fine tune added value to improve fit with customer needs
- Increased awareness customer on your added value for them
- Created closed loop between your unique offering with specific demand customer

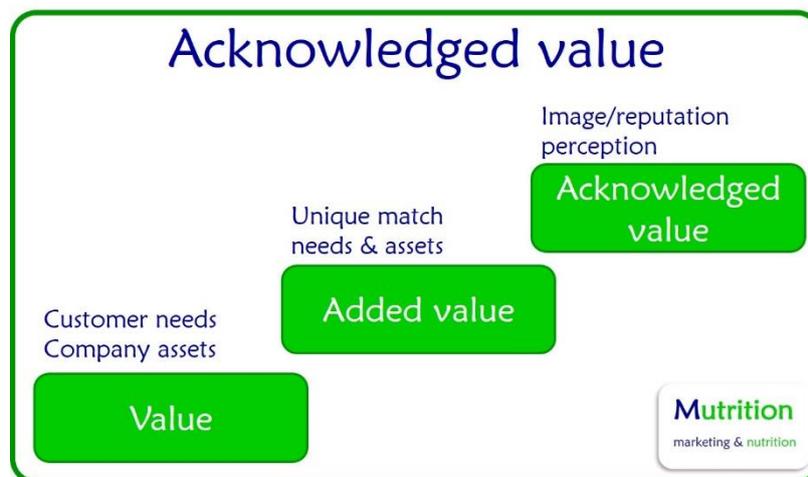


Figure 1 Mutrition model acknowledged value

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