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WEBINAR: Predicting Trends Before They Happen **DATE:** 10-12-23

THE "BIG 5" TOPICS COVERED:

#1 The importance of very early stage trends.

#2 Look beyond your category for inspiration.

#3 Trends follow a predictable pattern.

#4 Short term fad vs. long term trend

#5 Looking to outliers and counteracting decline

THE "BIG 5" TAKEAWAYS:

#1 Many want things to be more available at retail or restaurants before they care, but that can often be too late.

#2 A narrow focus to waiting till a trend hits your category can mean missing it, looking broadly at the industry can be key to being early on a trend.

#3 Once you are aware of the pattern trends take you can decide where you fit and act accordingly.

#4 Don't dismiss fads as long as they are grounded in overall trends.

#5 Often times we want to ignore exceptions to rules, but they can point to the start of trends. Similarly while seeing softness in a category is discouraging, noticing it before it hits largely can allow you to turn it around before it gets to be a bigger problem.