Forget Wellness! The Future is Food

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Emozioni! Forget about Wellness – Think Food First

Dr. David Bosshart  I  1386©GDI
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Food is identity and socializes our lives
Food now top priority in our lives . . . But overwhelmed by choices, confusion reigns supreme

Food ➔ Superfood
Culture ➔ Cult
Fans ➔ Fanatics

Food ideologies spreading around the globe rapidly.

Tech opportunities and social norms are changing, but basic human needs and longings prevail. Tribal behavior stronger than ever.

Source: Research©GDI 2017
Google removes egg from salad emoji

Before

After

1960: "In 2018 we'll have flying cars and travel across space!"

2018: "We removed an egg from an emoji because it hurt someone's feelings."
Exponential food expectations: good food = basics for better than good life

Emma Morano 1899 – 2017
Oldest Italian

- Three eggs a day, two of them raw scooping them up with biscotti from a bowl
- Lunch: pasta with raw minced meat
- Supper: a glass of milk
- Night: biscotti and large tin of gianduiotti (local hazelnut chocolate)
- Finally: home spiked grappa, infused in a wide-necked jar with 7 sage leaves, herbs and a few grapes, taken in spoonfuls every day
Food is...
Food is...
“If you put something 10 seconds in the middle, then chew, because you get the retro-nasal, there’s two parts. Smell first. First of all smell, like in a wine thing. Get the right software in your head. Is it a fruit or is it a hot dog? Chew for a few seconds, then stop, and then the enzymatic response is 10 to 15; some flavors take 30 minutes to develop on the palate completely. What I’m going to ask you: is it a fast flavor or a slow flavor? Lemon is fast. Pork fat is slow.”

Chef and food strategist Mark Miller, Founder of Modern Southwestern Cuisine, with an anthropological view on eating, 2016
Social eating, social drinking – bonding and friendship – correlate with happiness, health, and recovery from disease
Experience on demand: 2017 cannabis-infused & alcohol removed Sauvignon Blanc
Experience on demand: ‘It hits you very quickly’: Canada brews first cannabis beer

Biohacking: stronger experience, more convenience

Superfood, Nootropics, Soylent

Source: Research&GDI, European Food Trends Report 2017
Digestive Wellness
Trust your Gut

Source: Jill Enders (Darm mit Charme); GDI EFTR 2017
Towards what kind of global food?

Melting Pot vs. Salad Bowl
TO AVOID:

1. Athletic eating – overreliance on functionalized food
2. Too much upscaled convenience food
3. Good food fast is still fast food
4. Focus on experience on demand

TO PROMOTE:

1. Social eating & social drinking with friends, jokes & stories
2. Chewology enhancement
3. Taste improvement, common senses and judgement
4. Microbiome feel good