

Press Release

For immediate release

WGSN LAUNCHES FOOD & DRINK TREND FORECASTING SERVICE

London, June 1 2020 – [WGSN](#), the global authority on trend forecasting, today announces the launch of a groundbreaking forecasting platform for the food and drink industry.

Alongside existing platforms for the consumer, fashion, beauty, lifestyle and interiors industries, WGSN brings its global trend research and analysis expertise to the world of food and drink, empowering its customers to develop the products and services today that consumers will want to eat, drink and experience tomorrow.

WGSN's unique consumer-first approach provides a 360° view of the broader consumer goods industry. Offering a holistic view of the consumer lifestyle will enable the food and drink industry to better understand consumer values and anticipate their needs. WGSN experts observe, assess and distil trends to provide rigorous insights, curated data and actionable recommendations for food and drink product development and strategic thinking.

The Food & Drink team at WGSN will be led by Kara Nielsen. Kara is a food trend authority with extensive experience researching and translating trends for food industry innovation and product development, with proven success at placing trends in cultural contexts to align with evolving consumer values. Kara leads a network of industry, trend and data experts on the ground from LA and London to São Paulo and Hong Kong.

Kara Nielsen, Director, WGSN Food & Drink

"With content ranging from daily trend sightings to emerging trend reports, and forecasts that project out one, two and five years and beyond, WGSN Food & Drink provides the need-to-know-trends that will empower the food industry to get ahead of change and confidently leverage the right trend at the right time."

Carla Buzasi, Managing Director, WGSN

"The coronavirus pandemic, which is shaping up to be the biggest global driver of change seen in most people's lifetime, is already forging new consumer attitudes. With the industry having to design for a new kind of consumer, it's more important than ever to understand what this consumer will want to buy in the short, mid and long term."

"In this scenario, WGSN is the ideal partner to track and forecast future product needs in food and drink. Our heritage and expertise lie in tracking the signals of change and their impact on what consumers will think, feel and behave, now and into the future. WGSN Food & Drink enables brands to understand, and design for, their future consumer."

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For further information and images, please contact:

Nina Giglio, WGSN (nina.giglio@wgsn.com / +44 (0) 20 7467 8125)

James Volpe, WGSN (james.volpe@wgsn.com / +1 201 739 6177)

About WGSN – the global authority on trend forecasting

WGSN is the global authority on consumer and design trends, helping brands around the world create the right products at the right time for tomorrow's consumer.

Our trusted consumer and design forecasts power outstanding product design, enabling our customers to create a better future. Our services cover consumer insights, fashion, beauty, interiors, lifestyle, food and drink forecasting, data analytics and expert advisory.

WGSN is an Ascential company. Visit [wgsn.com](https://www.wgsn.com)

About Ascential

Ascential (LSE:ASCL.L) is a specialist information, data and analytics company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- **Product Design** via global trend forecasting service **WGSN**
- **Marketing** via global benchmark for creative excellence and effectiveness **Cannes Lions** and **WARC** and strategic advisory firm **MediaLink**
- **Sales** via e-commerce-driven data, insights and advisory service **Edge by Ascential**, leading managed services provider for Amazon **Flywheel Digital**, the world's premier payments and FinTech congress **Money20/20**, global retail industry summit **World Retail Congress** and retail news outlet **Retail Week**

Ascential also powers political, construction and environmental intelligence brands **DeHavilland**, **Glenigan** and **Groundsure**.