

Hold My Latte:

How Kraft Heinz Went From Intent To Action and Uncovered Real Consumer Behavior to Drive Breakthrough Coffee Innovation



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**WALLETS SPEAK LOUDER
THAN WORDS**



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**COMMITMENT
JAR**





**How do we
INVEST SMART &
LAUNCH FAST?**

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Director, Key Accounts
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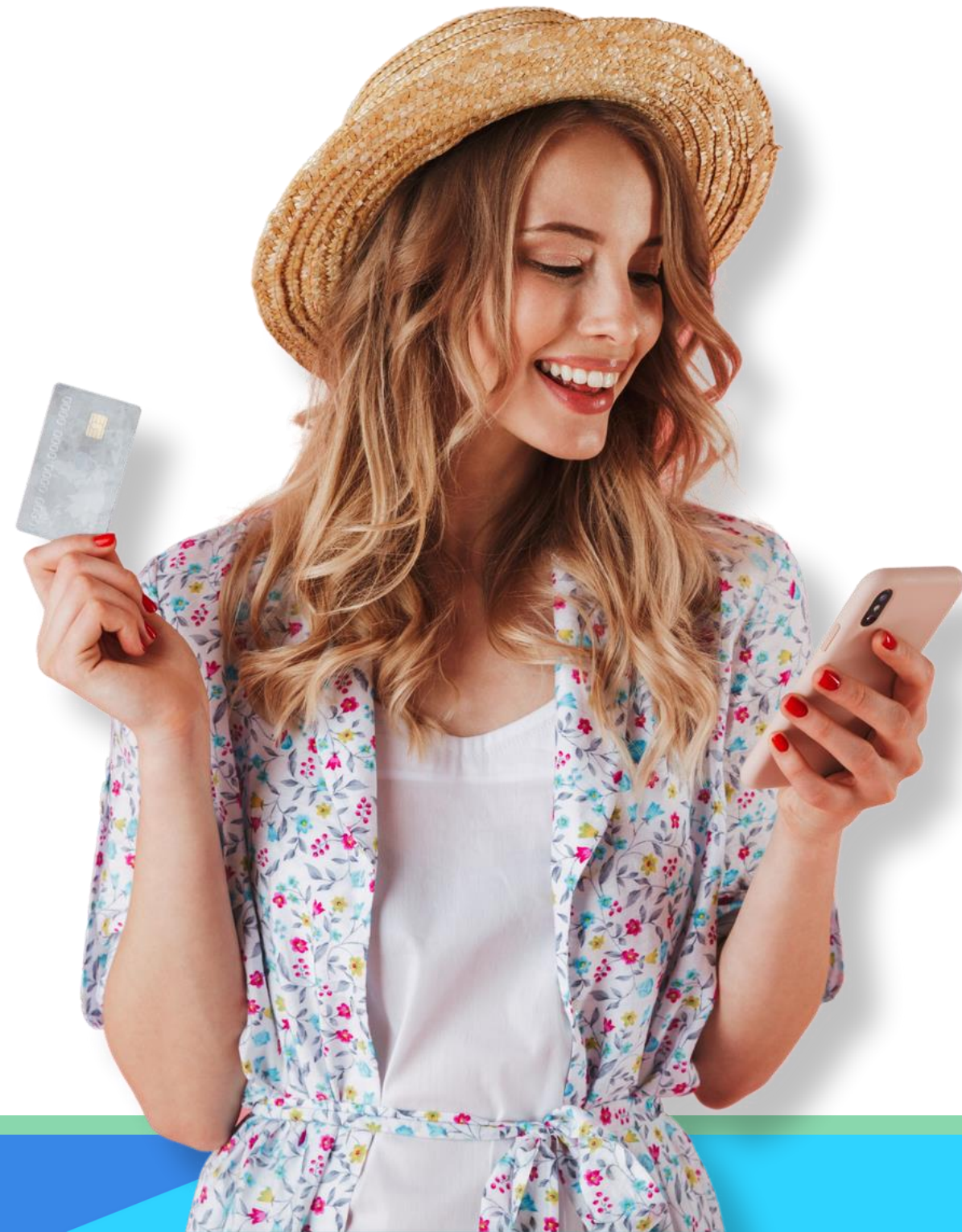
HYPOTHETICAL BIAS CAN DISTORT INSIGHTS



Survey only measure
what people
SAY they'll do



REAL PURCHASE INTEREST TO VALIDATE REAL DEMAND



To
Understand
Value



Need
Behavioral Insights

HOW VEYLINX MEASURES VALUE

1 Exposure to a Product or Concept

Please review the product you will be bidding on



Continue to Auction Phase

2 Sealed Bidding Process

What is the Maximum You're Willing To Pay?



\$2.30

Place Bid

What about this product is appealing to you?

Sustainable

Premiumness

Brand

Uniqueness

Submit

3 Auction Conclusion

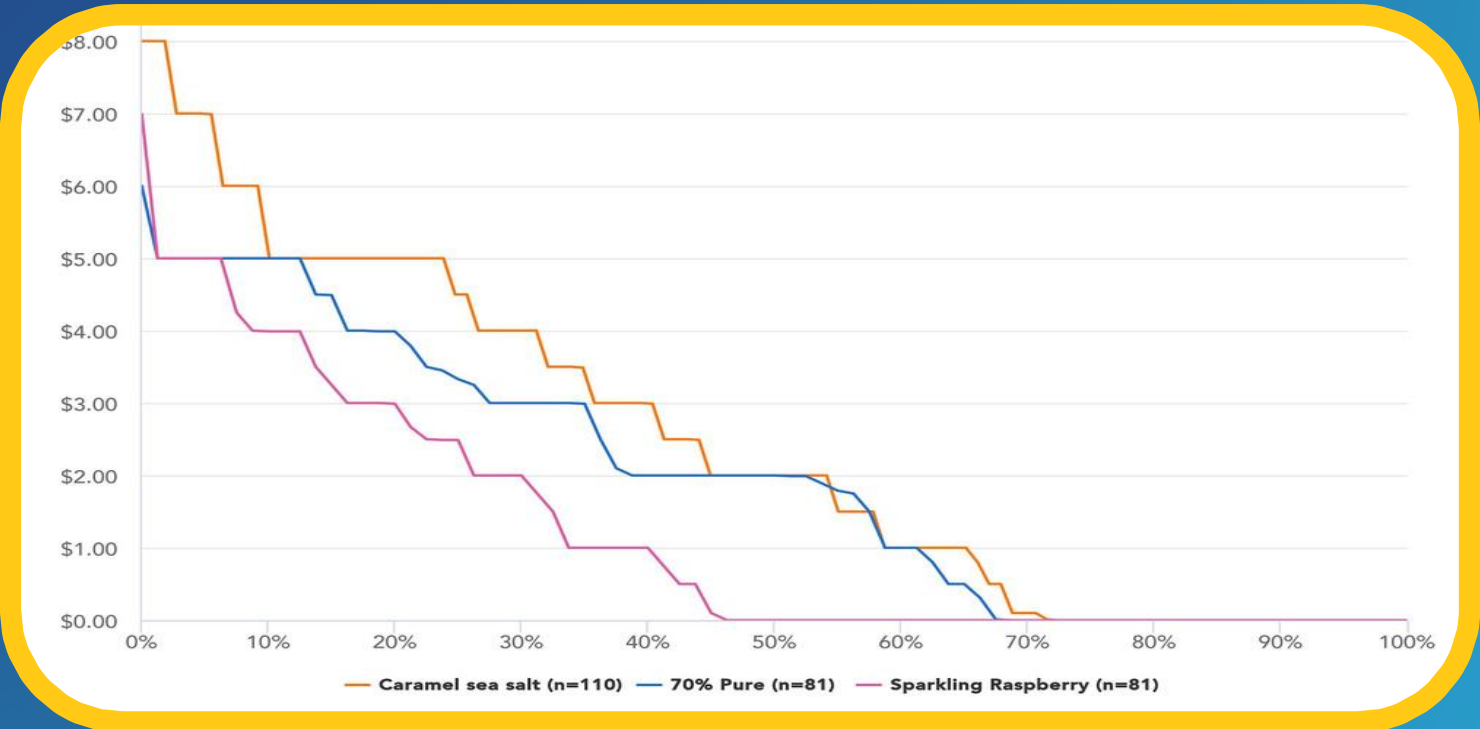
Congratulations!



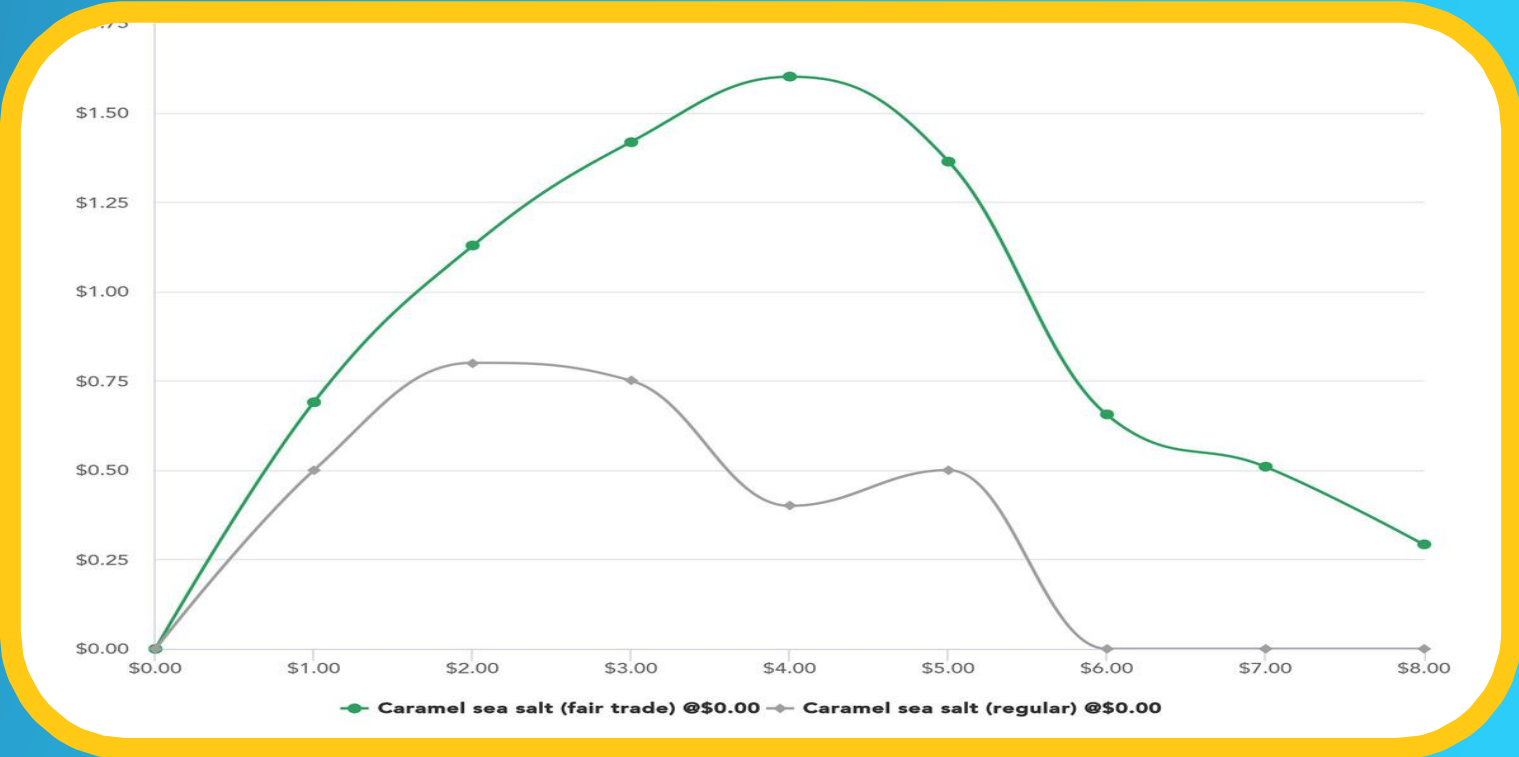
You have been selected as a winner!

**What Can We
Learn From This?**

True Measure of Demand



Optimal Price Point (s)



Key Audience



Eco-Minded Shoppers

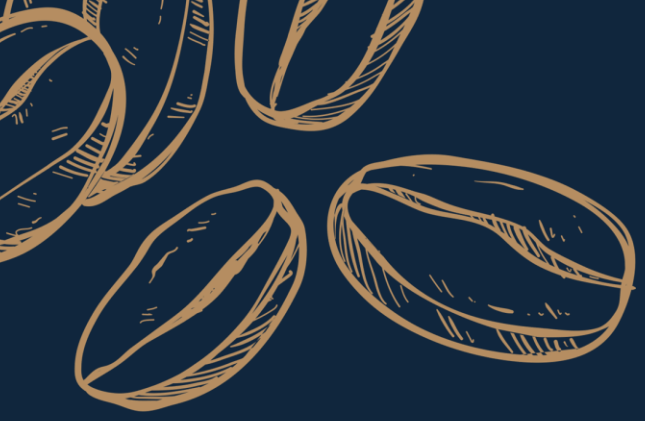
25-44 year olds who usually buy fair trade products, shop at Whole Foods, and prefer products with minimal ingredients.

34.2% WTP

Example Data Only

Consumer Sentiment





BREAKING
NEWS

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DO CONSUMERS CARE?

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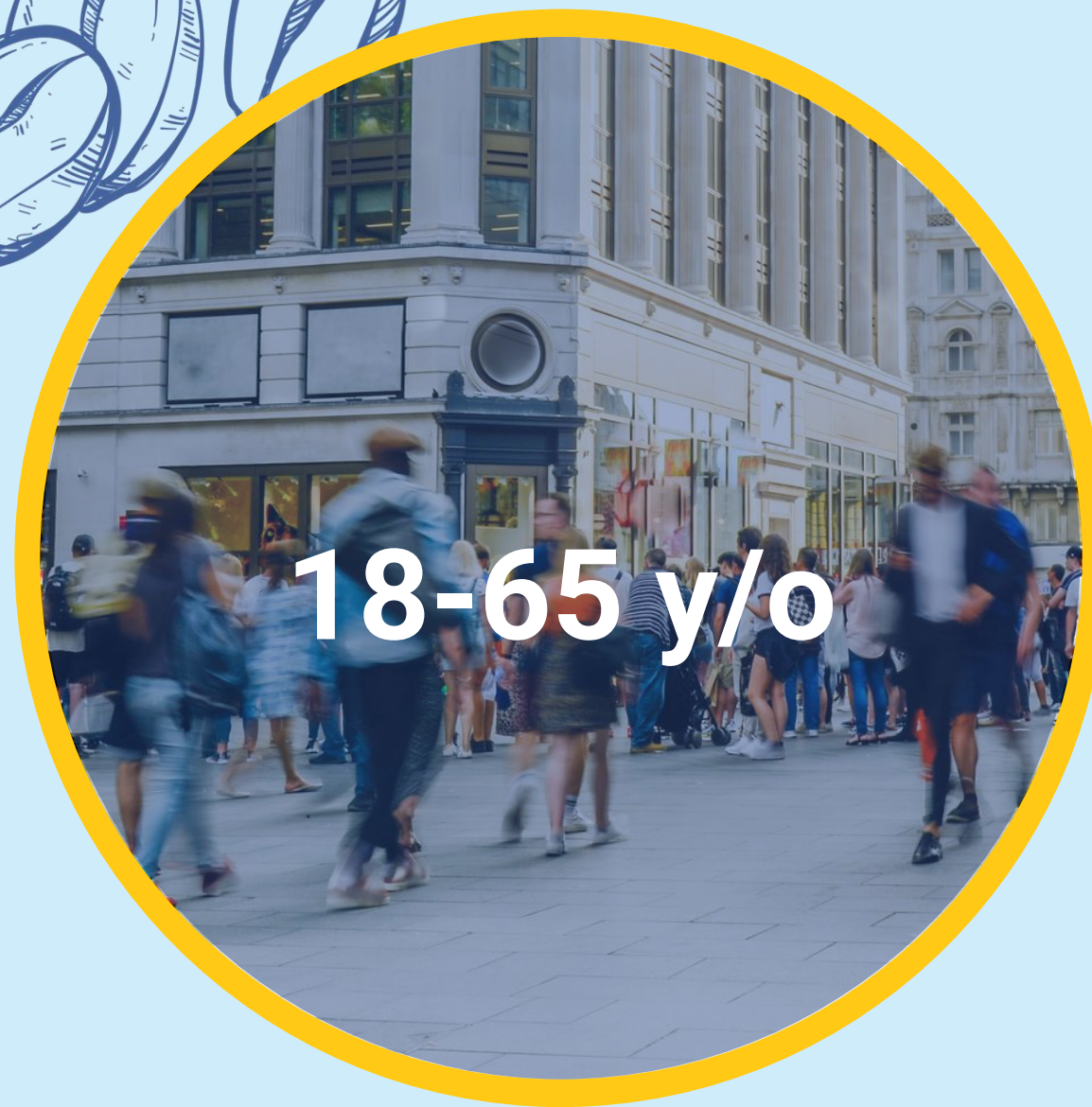




WOULD CONSUMERS COMMIT?

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CONSUMERS DO CARE!

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DEMAND

Iced
Latte

x2

Benchmarks



Potential Revenue



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UNIQUENESS + VALUE

=



life's better
with an iced
latte!



ICED LATTE PLATFORM

Gen X

Gen Z/Y



- VANILLA
- CARAMEL
- HAZELNUT



- Tres Leches
- Pumpkin Spice
- Chocolate
- Chocolate Chip



FULL RETAIL ACCEPTANCE!

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**MORE TO COME
IN 2024!**

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**FIND IT AT
YOUR LOCAL
GROCERY
STORE**

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Let's Connect!



Eric Toohey

Director, Key Accounts Americas



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