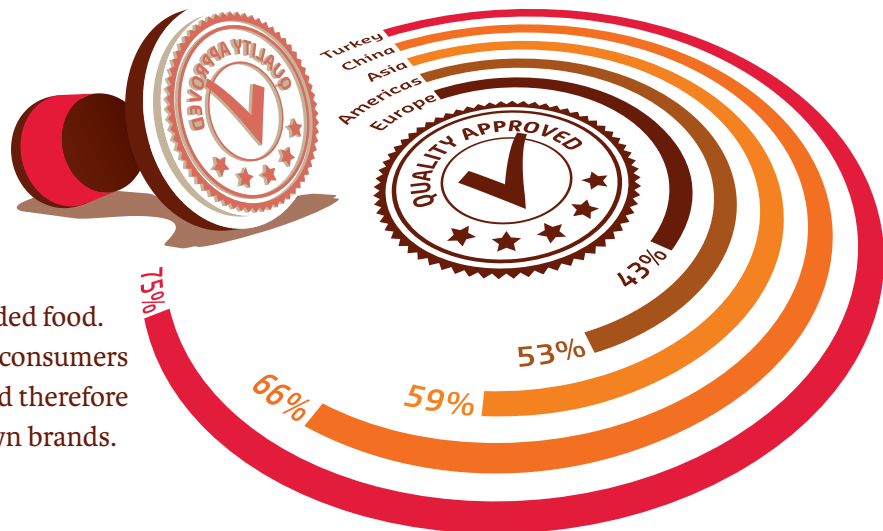


# QUALITY PERCEPTION, STORYTELLING & CITY BRANDING

For many years, quality was all about the final product. Today's consumers, however, expect every part of the food product to be of good quality.

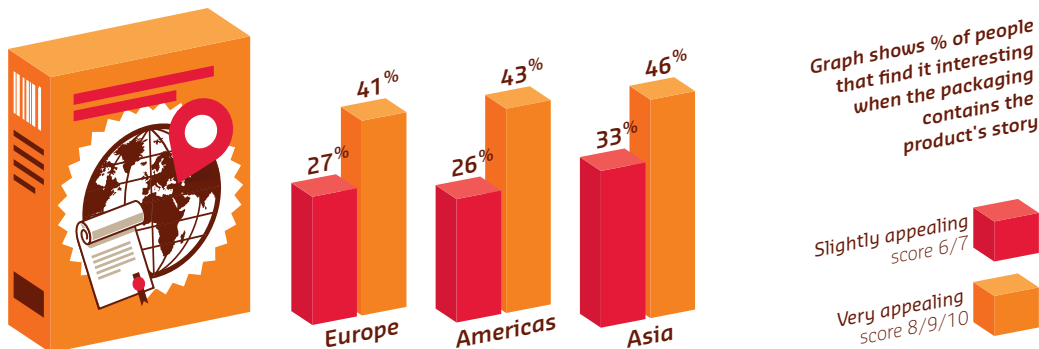
## Using brands as a proof of quality

Consumers prefer buying branded food. Especially in emerging countries consumers are looking for status symbols and therefore show a preference for well-known brands.



## Storytelling becomes storyselling

If you want your product to be perceived as qualitative, healthy or future-proof, you need to tell the story behind the product wherever, whenever possible.

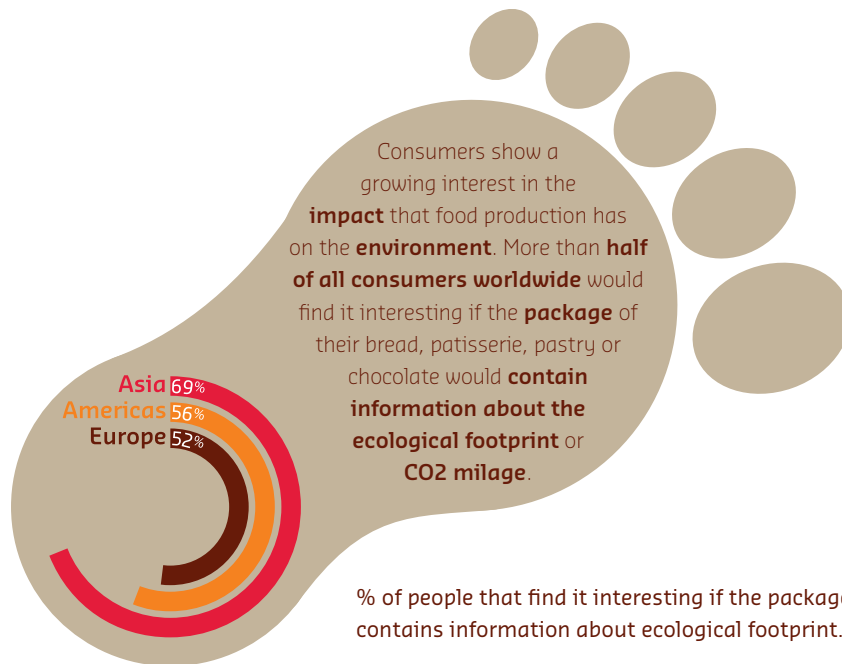


On point-of-sale, the package is an ideal means of storytelling.

## Being transparent about everything

Consumers nowadays demand transparency about fairly everything. Food entrepreneurs shouldn't just care for short term profit, but have to drive a long term sustainable businesses.

Beware: it is not about 'acting' sustainable, it's about really 'being' it!

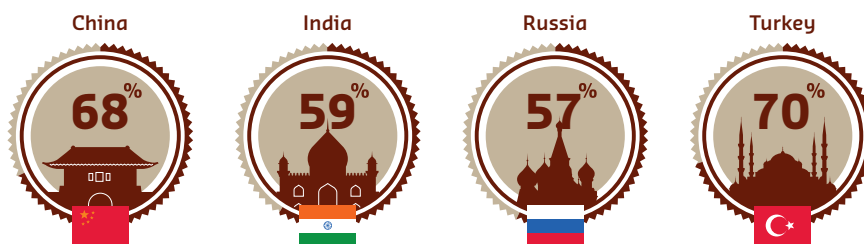


## City branding as a guarantee for tradition and knowhow

People in search of something unique and exclusive are increasingly attracted to other cities' local specialities, such as New York cheesecake, Bombay naan or Parisian macarons.



The use of **city brands** responds to the consumer's desire for **'a feeling of exclusivity and quality'**: something special **for the individual**. City brands have a real potential for success in emerging markets.



In **China** 68% of consumers are excited about the idea of city-branded bread, pastry, patisserie or chocolate.

59% of **Indian** consumers like the idea.

The concept of city-branding appeals to 57% of **Russian** consumers and

70% of **Turkish** consumers.