



ACTIVELY GOOD FOR YOU

THE CONCEPT OF NHS-POSITIVE FOOD

LEO CAMPBELL & MELISSA SHARP – FOUNDERS OF MODERN BAKER

Chippy
Well
Fest



**'THE GREATEST
WEALTH IS
HEALTH'**

50 BC



**'THE GREATEST
HEALTH
IS WEALTH'**

Last 50 years

MODERN PURPOSE

A £20B REASON TO EXIST

OBESITY BY NUMBERS

£16bn
cost to the
economy
14 age of
youngest
patient to have
surgery

£47m
cost of prescriptions
5th Britain's
rank in the world in terms
of obesity, behind
the U.S., Mexico,

Chile and New
Zealand
£425
maximum cash
incentive offered
by health trusts
for losing weight

Bombshell report reveals true scale of crisis

OBESITY UK: IT'S WORSE THAN FEARED

Major study reveals health threat
of half the foods British families buy

PROCESSED FOODS ARE DRIVING UP RATES OF CANCER

EATING processed food
significantly raises the
risk of cancer, experts
warned late night.
They said the discovery was
groundbreaking because of the
prevalence of ready meals,
snacks, pizzas and fast foods.
The processed food industry

is seen as a
major contributor
to the obesity epidemic,
which is particularly common
in poorer areas, according to a study
in the British Medical Journal.

The processed food, which
includes ready meals, crisps,
sweets, biscuits, cakes, pies and
other products, is the most
commonly consumed food in the
UK, according to the study.
The researchers said it was
likely that the health benefits
of the study would be maintained in
the future.

'Junk food is a human rights concern':
UN expert warns poor people are
forced to choose between nutrition
and economic viability

- Hilal Elver, UN expert on food, says everyone has the right to nutrition
- But she warns poor people can only afford nutrient-poor junk food
- She slams rise of industrial food production and free global trade markets
- And she calls on states to do more to make fresh food cheap

Thursday 10 May 2017
Published in London
and Manchester
theguardian.com

theguardian

Global cost of
obesity to hit
\$1.2tn by 2025

Children aged 3 are treated in hospital for obesity

MODERN SPACES



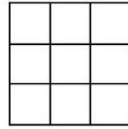
R&D SITE
CONCEPT CAFE



MODERN RETAIL BRAND



MODERN STOCKISTS



SOHO HOUSE

SELFRIDGES & CO

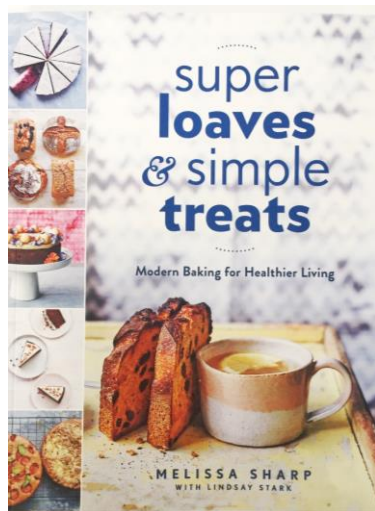
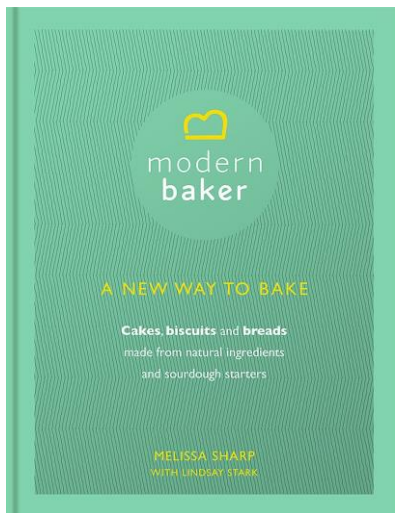


W
Waterstones



D I G M E

MODERN LIFESTYLE



MODERN PEOPLE



MODERN MISSION

TO IMPROVE THE QUALITY OF
DIETARY CARBOHYDRATES ...
THROUGH FERMENTATION

MODERN VISION

TO DEMOCRATISE HEALTHY BAKING
... FOR THE COMMON GOOD

MODERN PROPOSITION

PROVENANCE

=

NUTRITION

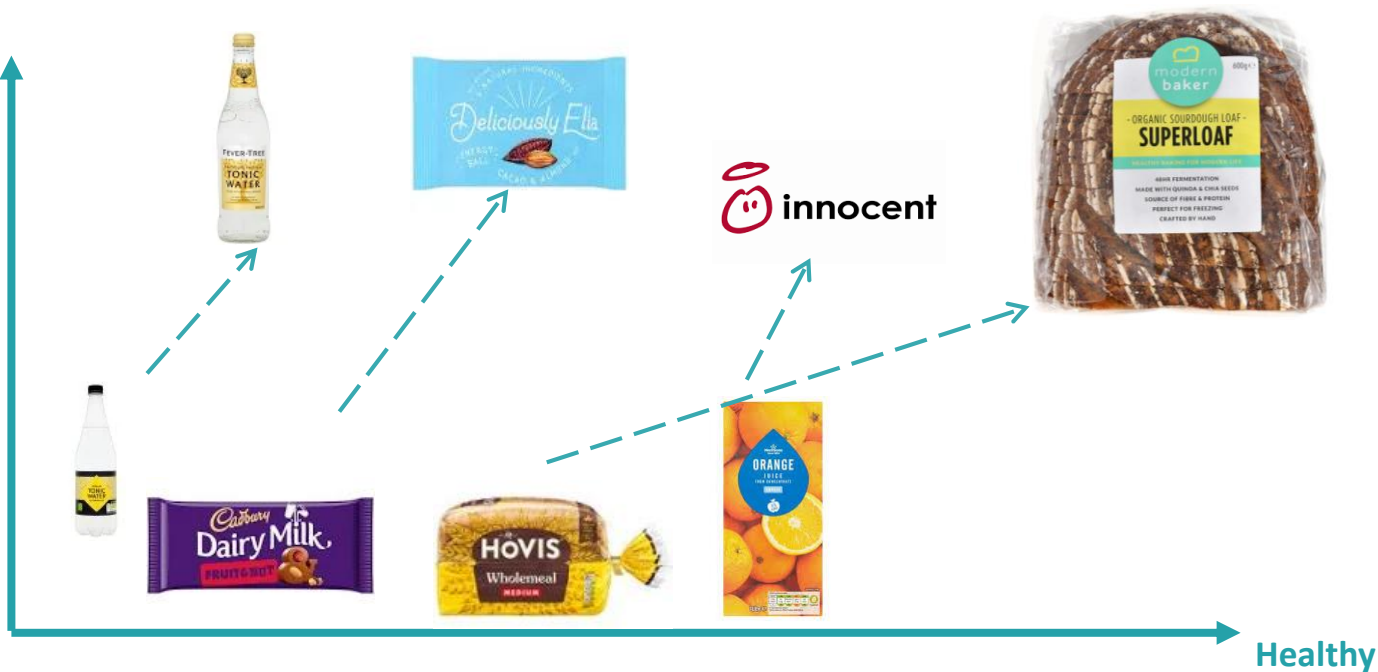
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TASTE

MODERN TREND

Trend for health & wellness + premium has played out in some markets – Modern Baker is driving this in bakery

Premium



MODERN ALCHEMY OF LONG FERMENTED BAKING

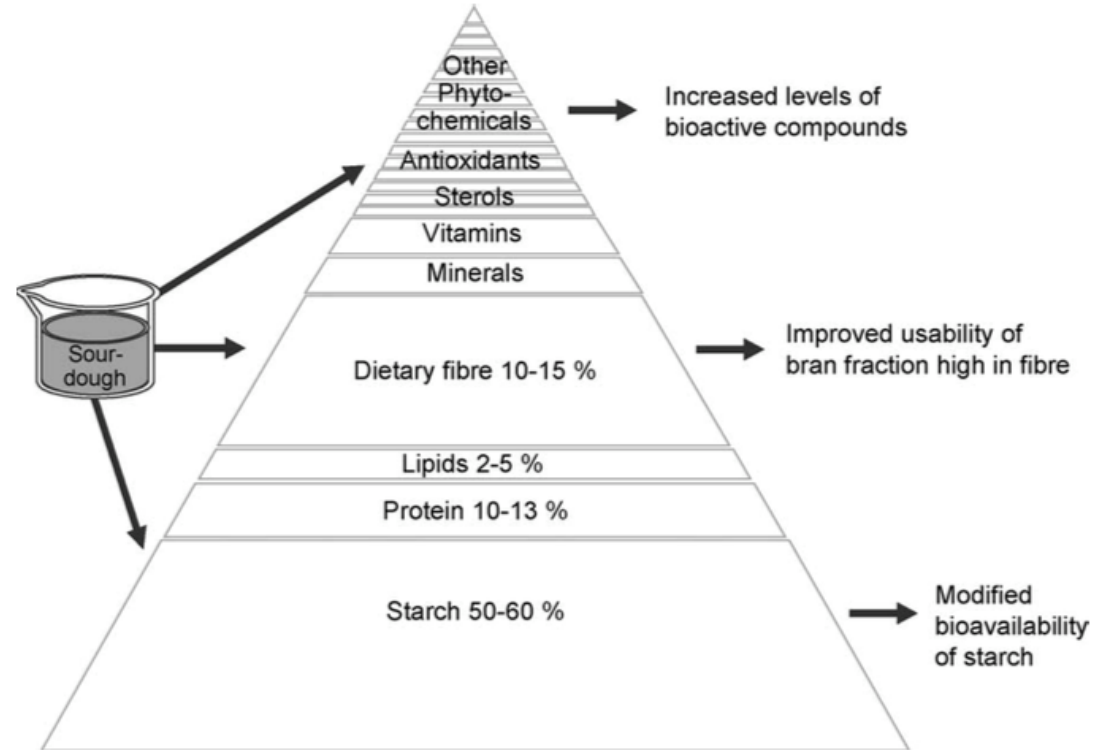


Fig. 1. Potential of sourdough to modify cereal bioactivity.

THE WELLNESS ECONOMY

The wellness economy is exploding



ClassPass wants a piece of the wellness tourism boom with "Getaways"

8/15/18

Fast Company

Google is reportedly developing an AI assistant that recommends workouts and meal plans

8/15/18

VentureBeat

Sleep On Fleek: Supercharging The Business (& Brandscape) Of Snooze

8/23/2018

Forbes

This 35-Year-Old CEO Is Selling \$40 Jars of 'Sex Dust' to the Masses – and People Are Hooked

8/1/2018

Money

These Are The Most Progressive Wellness Products At CVS

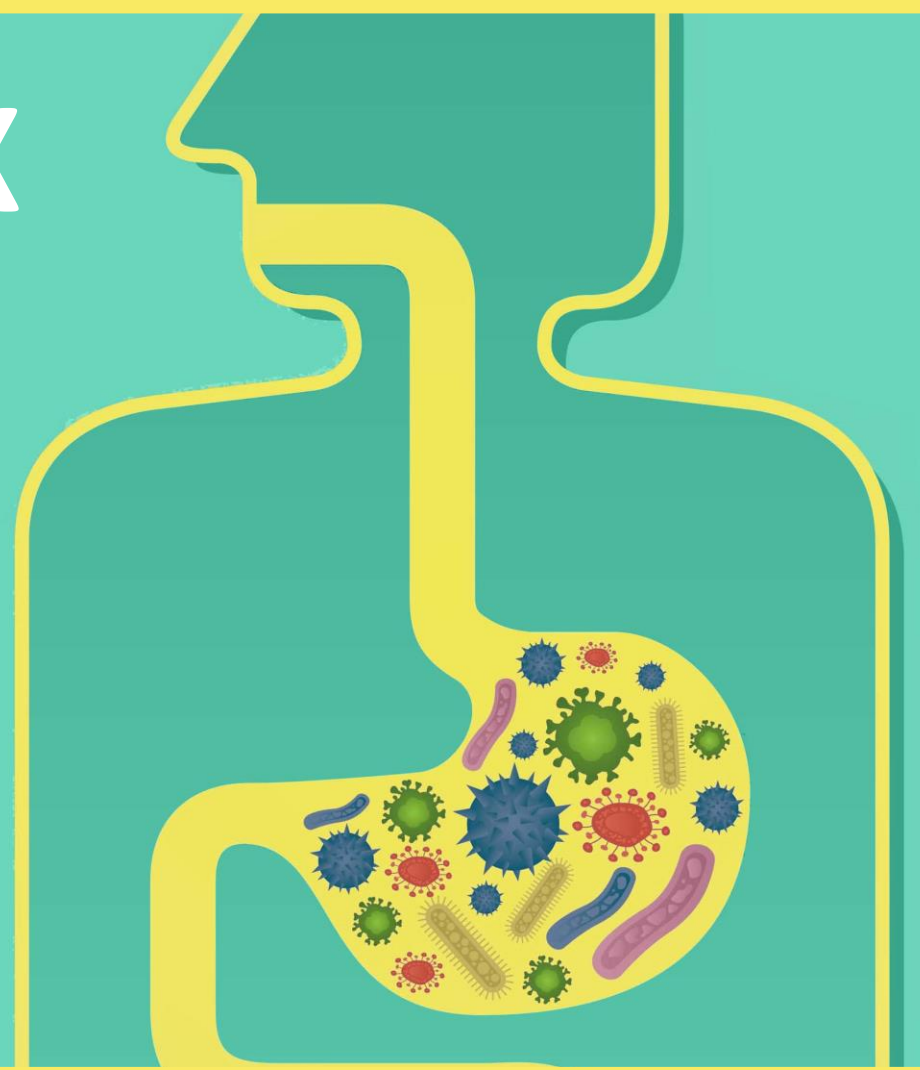
7/30/2018

mbghealth

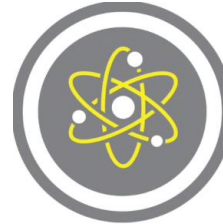
WELLNESS ARCHITECTURE



MODERN FIX 'LET FOOD BE THY MEDICINE'



MODERN MEDICINE



Antioxidant



β CAN
บี แคน

R&D / PUBLIC FUNDING



The partners we work with fuel our drive for an in depth understanding, giving our brand substance and clarity of consumer messaging



- **GlycAemic index**
- **Carbohydrates:** fast & slow
- **Fibre:** soluble, insoluble and gut fibres
- On-pack **nutritionals**

- **Processing and ingredients**
- **Freezing**
- **Flour Processing**
- **Kite Mark opportunity**

SUPPLY CHAIN FOCUS

Grain

01



Organic Agronomy

- Heritage grain established
- Improved farming processes & methods

Seaweed

02



Ingredient Viability

- Established systems for scale
- Odourless variety bringing nutrition without taste

Fibre

03



Novel use of alt ingredients

- Unlocked high fibre potential
- Utilising by-products
- Overcome palatability issues

Process

04



Recipe formulation

- Scalable process
- Fermentation bringing multiple benefits

Consumer

08



Viable Commercial Channels

- Products already in market
- Partner relationships with relevant distribution channels

Scale Up

07



Strategic Partnerships

- Understanding of path to scale
- Project partners have built necessary networks

Positioning

06



Provenance | Nutrition | Taste

- Consumer validation on taste
- Market place lacking a healthy palatable brand

Nutrition

05



Healthy baking

- Unpicking complexities of digestion
- A voice for fibre
- Pioneering new metrics

IMPROVING THE QUALITY OF DIETARY CARBOHYDRATES



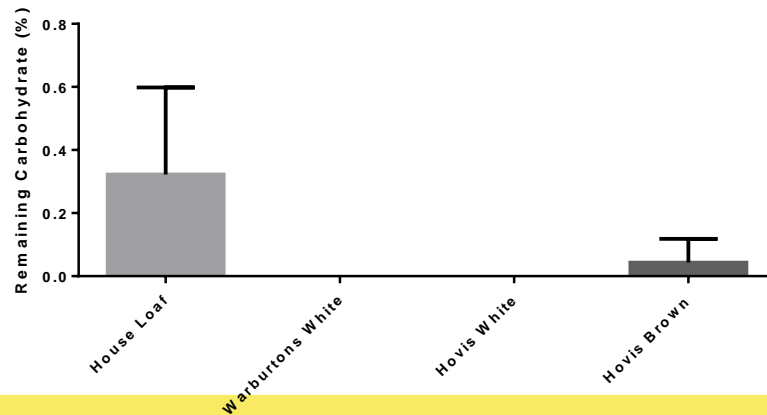
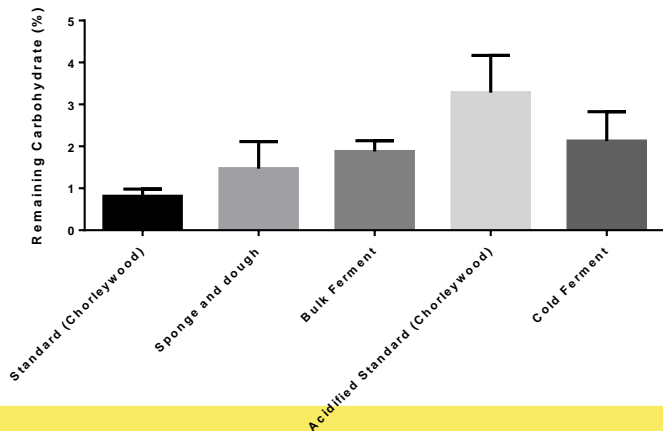
Good Microbiome
Gut Fibres
Good
Carbohydrates

= Healthy Body
= Microbiome Fuel
= Gut Fibres

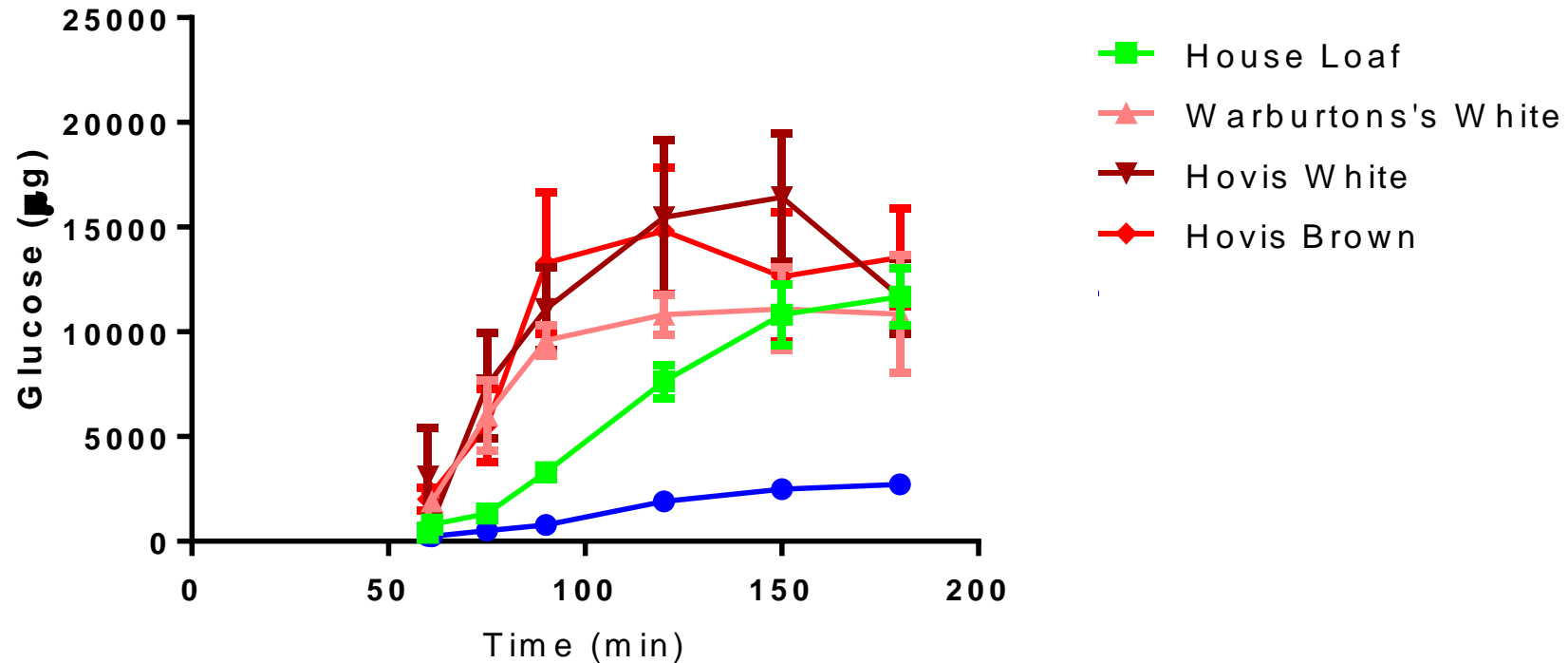


Low FODMAP Diet
Low Carb Diet
Bad Carbohydrate

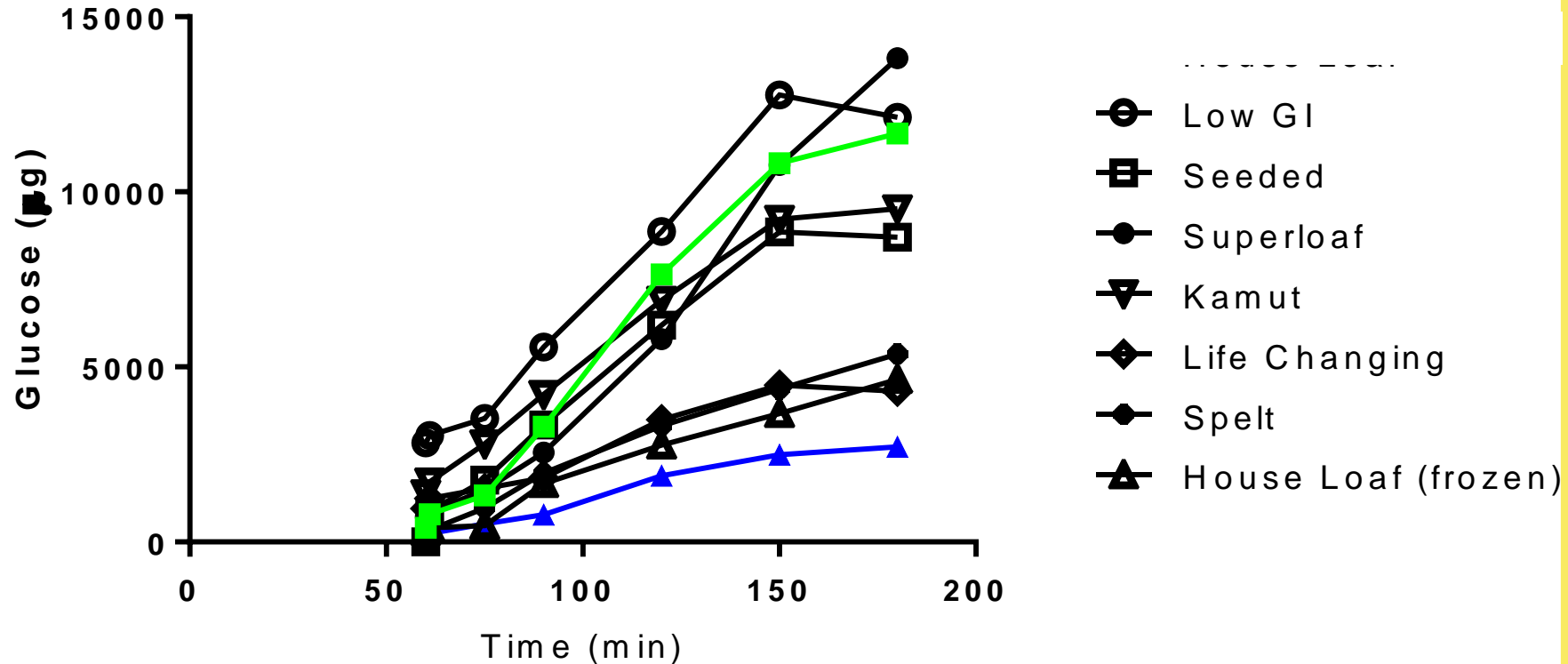
=
= ↓ ↓ Microbiome
= Population



CARBOHYDRATE DIGESTION / GLYCEMIC INDEX / SUGAR RUSH



CARBOHYDRATE DIGESTION / GI



MODERN PLEDGE

THE WILL TO HEALTH



THANKS FOR LISTENING



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