

Feed Your Mind

For many, coconuts were an introduction to the idea of **brain food**.

The fat in coconut oil is largely composed of medium-chain tryglycerides (MCTs), which are quickly metabolized into ketones and have been shown to help with brain disorders such as Alzheimer's and epilepsy. While several whole foods contain nutrients supporting brain health, we're now seeing functional ingredients linked to neuronutrition, like adaptogens and concentrated MCT oil, being added to CPG products.

Continuing to forge the path for more widespread neuronutrition products leveraging MCT oil, good fats, adaptogenic herbs, and mushrooms will become more prevalent in **CPG and foodservice categories**.



28%
 increase
 in U.S. coconut
 oil consumption
 from 2008
 to 2009.

// statista.com

900
 new product
 launches citing
 MCT as an
 ingredient
 in 2018.

// Innova



// ZMR News Journal

Headquartered in Boulder, Colorado, SRG is a nationally recognized brand consultancy and creative agency. The agency has expertise in consumer insights, brand strategy and positioning, new product innovation, advertising, and design. With deep experience in all things consumer and culinary, it is responsible for \$10 billion in incremental value for clients over the past five years alone. SRG has been ranked on *Outside Magazine's* Best Places to Work list for the past eight years and was also recognized by *Ad Age* as a 2016 and 2017 Best Place to Work.