
A taste of the future

Understanding what's driving Food & Beverage
in 2021 and beyond



Finding the sweet spot within Food and Beverage

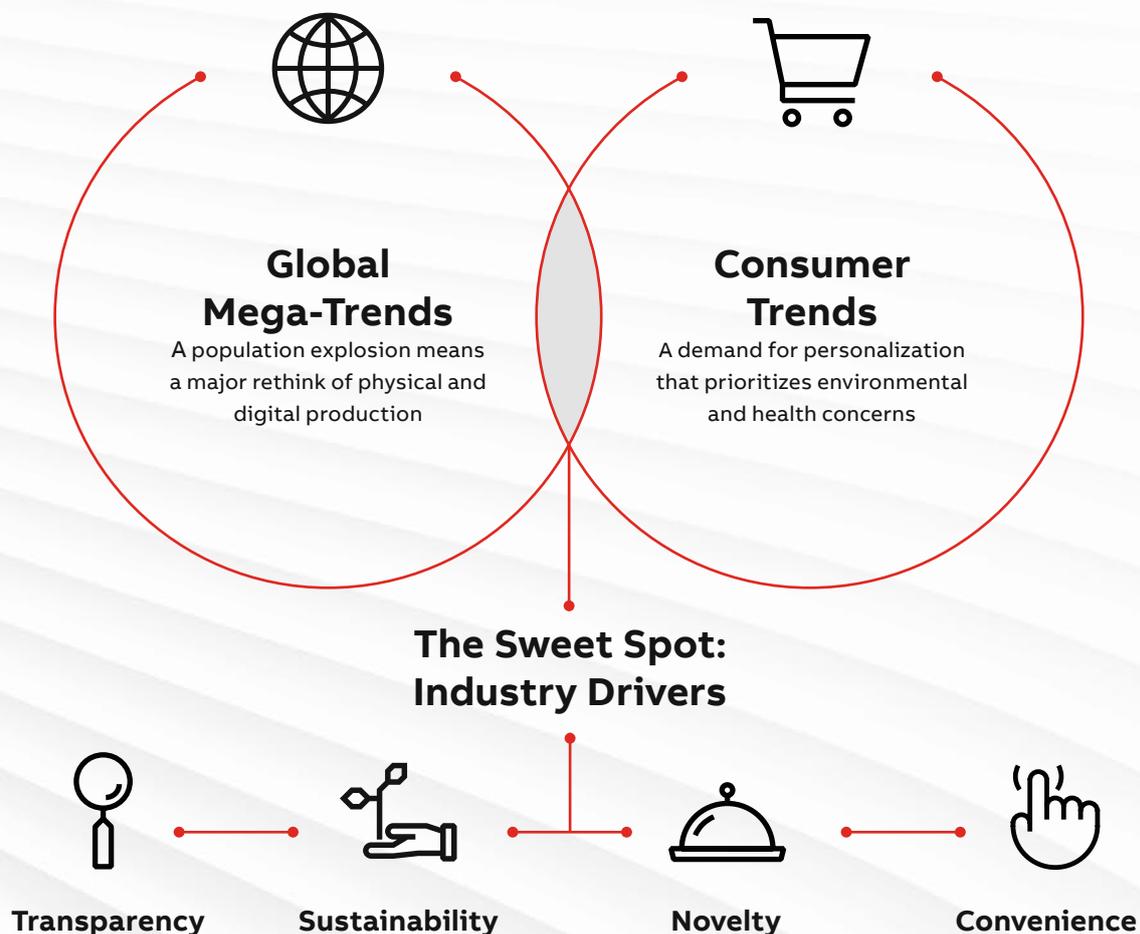
As we enter a new decade, the challenges and opportunities facing Food and Beverage are extraordinary. F&B manufacturers are under heavy pressure to continually adapt to changing consumer tastes and demands.

This report is your guide to the trends and drivers that really matter as you plan for 2021 and beyond.

We spoke to a range of industry experts and examined more than 350 trends to hone in on the four key drivers set to define F&B's future. Armed with our drivers, F&B businesses can locate their own strategic sweet spot, balancing industry challenges with the huge potential created by evolving trends.

As every decision maker knows, the future of Food & Beverage cannot be approached with a business as usual mindset.

The future is already here. It's time to act.



Global Mega-Trends

Transforming Food & Beverage



Mega-Trend #1

Boom Time – population and urbanization

At present, the world is populated by 7.3 billion people and most reports suggest that by 2050, this will rise to at least 9 billion.

The most explosive growth will be heavily concentrated in emerging markets like India and Mexico where up to 70% of the population are under 30 years old. By contrast, developed nations like Japan, Germany and Italy are increasingly facing the challenges of ageing and shrinking populations.

It is estimated that more than 800 million people worldwide live with severe under-nourishment and hunger.

The State of Food Security and Nutrition in the World 2018
(United Nations)

This rising population phenomenon is most obvious in the world's cities, the vital engines of economic growth and where millions of rural inhabitants move each year. This is creating pressure on the agricultural industry, which is already seeing labor shortages in critical roles like fruit picking.

Forecasts predict that by 2050 the world's urbanized population will have grown from 55% to 68%.

Urbanization (Our World in Data) 2018

Mega-Trend #2

The quest for a Circular Economy

To meet the demands of a growing global population we need to almost double food production by 2050. But the hidden issue here is food waste. If we were able to address the root causes of waste across the production process, we would save enough food to comfortably feed a global population of 9 billion.

A Circular Economy will address the 30-40% of global food production lost or wasted every year.

In direct contrast to the traditional economic model of take, make and waste, a Circular Economy seeks to minimize waste and pollution. Efforts are concentrated on maximizing product value, re-purposing at the end of use and optimizing water usage by driving supply chain resiliency.

Re-evaluating an entire production process is not an easy proposition. Operators working in the global processing and manufacturing industries are facing huge pressure to deliver inexpensive product. Protective of their margins, they are often hesitant to invest in innovative sustainability solutions.

But without significant positive changes, increasing Food and Beverage production will only increase the amount of food and water waste in the system. Addressing food waste at every step in the value chain would have a profoundly positive impact and increase profitability at every stage of the supply chain.

“Every stage of the food value chain, plays a role in shaping safety, quality and the ability to feed the world healthily and sustainably.”

EIU Barilla, Fixing Food 2018

Addressing environmental impact is not a challenge for big business alone. Smaller producers make up around 70% of global agriculture, but they often have very limited financial, social and technical resources. Innovative but relatively low-tech solutions are required and will be explored when we discuss our four industry drivers.

Agriculture is directly responsible for



Around

25%

of global greenhouse gas emissions



As much as

70%

of fresh water withdrawals



60-70%

of biodiversity loss



Mega-Trend #3

The ongoing rise of digitalization

Possibly the defining trend of our time, digitalization has fundamentally changed the retail landscape.

The Big Data picture

The capabilities of Big Data mean that when sources as varied as consumer buying patterns and smart sensor readings provide manufacturers with huge datasets, the data can be collated, analyzed at incredible speed and used to create actionable insights.

For instance, Italian beverage manufacturer GEA Procomac uses pressure-sensitive smart sensors to monitor its aseptic filling lines, checking the wet sterilization and rinsing process for each and every bottle against a benchmark.

Digital culture

Beyond data and analytics, Food and Beverage has an active role to play in digital culture. Consumers are sharing their food on Instagram and Pinterest, pursuing authentic dining in and out of the home, and reading foodie blogs to discover the latest trends and dining experiences. Social media has also transformed public accountability. We are used to seeing consumers 'calling out' Food & Beverage brands on Twitter, their complaints occupying the same space as traditional digital marketing.

Social channels put the consumer (and their endlessly changing tastes) center-stage.

New technologies, like the genetic analysis service pioneered by 23andMe, offer consumers deep insight into their biochemistry, allergies and sensitivities. As consumers gain access to this kind of data, they start to seek out products to optimize their health and well-being.

This appetite for niche product creates an opportunity for manufacturers to respond with a personalized offering, or for the consumer themselves to customize a product to their specific needs. Customization could mean creating and ordering a bespoke protein shake mix online or even using a Coca-Cola Freestyle dispenser at a Five Guys — in every sense, the choice is yours.



Consumer Trends

How we live now



As we explored hundreds of global consumer trends, two major themes stood out: **health and well-being** and **sustainability**. To win the contemporary consumer, manufacturers must artfully address both concerns.

With this in mind, here are the three specific consumer trends that we expect will have a profound influence on the future of Food and Beverage.

Consumer Trend #1

Moving beyond meat

In 2018, Euromonitor reported that the alternative meat market grew 11 times faster than the actual meat market. The rise of alternative meat consumption is a prime example of a win-win scenario, benefitting both consumers and the planet. As flexitarian, vegan and vegetarian diets increase, this clearly reflects consumers' growing awareness of the environmental impact of livestock farming, coupled with health concerns surrounding excessive red meat consumption.

By 2025, alternative meat revenues will account for 10% of the total global meat market.

I can't believe it's not meat (Barclays) 2019



Investors are clearly confident in the longevity of this trend. Alternative meat specialist Beyond Meat enjoyed a stratospheric stock valuation since their Initial Public Offering (IPO). Meanwhile, their competitor Impossible Foods report that they are struggling to meet demand.

Fast food brands have also been quick to respond. Burger King, Subway, KFC and McDonalds are all introducing alternative products to the market, Nestlé have launched their own range and Danone are looking to take a leadership position in plant-based foods. Even America's largest meat producer, Tyson Foods, launched its first alternative meat product in 2019.

Consumer Trend #2

The 'rich-in' revolution

Consumer interest in health and wellbeing has led to the rise of so-called functional foods. Products like these are typically marketed as being rich in nutrition with ingredients beneficial for health. This is in direct contrast to 'free-from' products which remove ingredients like gluten, lactose or sugar to address consumers needs like weight loss, allergies and intolerances.

Functional Food and Beverages have a positive effect on health beyond basic nutrition. They target specific functions including concentration, memory, and especially gut-health.

Example ingredients include nootropics, microbiomes, probiotics, prebiotics, stanols and sterols.

As with flexitarian diets, a large portion of the market for rich-in products is driven by lifestyle choice rather than health or medical necessity. That said, regulators are also working to address issues like obesity and poor health with new approaches to enforcing the reduction of sugar and salt.

Consumer Trend #3

Authenticity and experience

There are significant structural changes occurring at the retail stage of the value chain. Global consumers are challenging 'Big Food' and the hyper/supermarket model and moving towards eCommerce and convenience formats.

As well as this, consumers are demanding authentic alternatives alongside their convenience purchases. In this context, authenticity could mean:

- Products from producers who have a personal connection to their product through geography or business practices
- Products that show a commitment to traditional flavors and recipes
- Brands that display consistent values, often in alignment with the consumer's personal morality

Put simply, consumers will buy products that feel true to the story they tell about themselves.

While this change is directly driven by factors like changing lifestyles, connected technologies, and urban living, it is also linked to a genuine backlash.

The search for authenticity is primarily a reaction to mass production. It reflects the joy of discovery and importance of narrative for today's consumers.

Authenticity is also closely linked to consumers' growing interest in localism, supporting businesses and products sourced close to home. It also relates to the continued rise of artisanal brands and the Experience Economy, where consumers (especially cash-poor Millennials) actively choose to spend their money on doing something rather than physically owning something.



Within the Experience Economy, food becomes both entertainment and theater. Customer Experience (CX) has always been a key brand differentiator across multiple business categories and now it forms part of the need to create memorable, authentic moments. Today, creating a meaningful brand narrative is just as important for manufacturers as it is for Instagram-friendly pop-up restaurants.

The final cause driving this trend's popularity is the public's increasing distrust in established institutions and big business. Consumers have been bombarded with stories of contaminated food, animal welfare concerns, and questionable additives. These important issues only add to generic concerns about the big food industry and will need to be addressed head-on, with empathy and increased transparency afforded by digital tools.

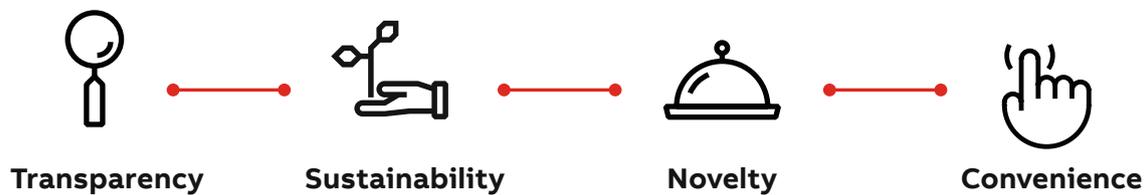
The Big 4: Food and Beverage's industry drivers

Now that we've explored the Food and Beverage trends capturing the world's attention, it is time to look to the business opportunities they create for you.

To help you visualize your future strategy, we determined four key industry drivers from our research. 'The Big 4' drivers provide you actionable insights into what's next for Food and Beverage.

As we move into an era of enormous growth, there's never been a better time to embrace the innovations on offer. With ABB as your guide, this section contains ideas to help your business realize its full potential, now and in the future.

The four industry drivers:





#1 Transparency

From server to CEO, no Food and Beverage professional can afford to ignore the issues surrounding transparency. It is a fundamental issue of trust.

At the simplest level, Food and Beverage producers must make certain their process satisfies consumer, regulatory and supplier needs. This might mean an assessment of energy consumption, examining packaging processes or reviewing distribution channels.

Big Data: the key to restoring consumer confidence in Big Food

When asked how the global food industry can restore diminished consumer trust, Ali Ahmadian, CEO at leading indoor horticulture specialist (and ABB partner) Heliospectra, doesn't hesitate: the answer lies with Big Data.

“Machine learning and Artificial Intelligence (AI) will deliver assurances while increasing quality, efficiency, productivity and sustainability.”

Ali Ahmadian, CEO, Heliospectra



This confidence comes from AI's unique application in Food and Beverage. AI uses complex algorithms to simulate human behavior so that key production processes can be automated. Where quality control can vary according to a human operative's skill or concentration, machine learning allows the application to become better and faster at its job over time.

The benefits of AI are not limited to quality control — manufacturers can use powerful process monitoring to create more accountability and transparency across the board. Deschutes Brewery in Oregon, USA combines sophisticated automation with AI primarily to optimize fermentation capacity. This intelligent solution saves an average of 48 hours production time per beer, processing real-time data and adjusting output to accommodate different products. The significant energy savings are both cost-effective and provide clear, measurable benefit to the planet.

The blockchain opportunity

Described by some as a technology of trust, the blockchain concept promises a new age of transparency. Once data has been stored in a block, it becomes immutable and cannot be altered or hacked. Blockchain uses distributed authority to store data across a vast network of computers and provides open access to anyone with the right permissions, whether they are the manufacturer, the retailer or end-consumer. Blockchain can also be used to monitor food at every stage of the production process and speed up tracing and eliminating tainted batches. In a climate where food safety issues cost the industry around US\$77 billion per year, this is an invaluable tool for manufacturers.



Blockchain is set to save the Food and Beverage industry US\$31 billion.¹

ABB's partner IBM is particularly advanced in this space. Back in 2017, it announced partnerships with ten major global food industry players and today has engaged over 500 blockchain clients. IBM's market-leading Food Trust platform promises traceability at the speed of thought for industry leaders across North America and Europe.

The next step for blockchain will be to connect it more robustly to the physical production process. Using technologies like biomarkers and smart sensors mean the data entered manually into blockchain can be backed with verifiable evidence.



Case Study: Microsoft's FarmBeats program

Since 2015, ABB partner Microsoft has run an agricultural innovation program intended to address common challenges like power issues, connectivity and scant resources to create solutions for remote subsistence farmers.

“Trials show that advanced analytics and technology can increase farm productivity by 45% while reducing water intake by 35%”

FarmBeats: An IoT Platform for Data-Driven Architecture (Microsoft, MIT et al) 2017

A FarmBeats project in Andhra Pradesh, India connected 4000 farmers across over 100 villages with a Sowing App and Advisory Dashboard. Critically, the data delivery doesn't rely on smartphone technology farmers can't afford and is instead accessible through a simple SMS-enabled, cellphone.

Farms following the program's data-driven recommendations on aspects like optimal sowing time, ideal sowing depth and fertilizer quantities saw a 30% increase in their yields.

Adopting transparent data practices has far-reaching consequences for the future of rural farming. The datasets created from the results of this program can now be used to build more effective predictive models for other farmers.

¹Blockchain: Key Vertical Opportunities, Trends & Challenges 2019-2030 (Juniper Research) 2019

Transforming production

Businesses like Amazon and eBay created a next generation logistics model that elevated consumer expectations and transformed the retail landscape. Data-driven transparency gives Food & Beverage manufacturers an equivalent opportunity to take personalization to the next level.

“It is no longer a question of **IF** you go digital, it is a question of **WHEN**.”

Christian Bucher, Global AI/Data Specialist, Microsoft

B&R, part of ABB's Robotics and Discrete Automation business, operates at the center of the F&B industry as the largest industrial provider of machine and factory automation solutions. In working with OEMs to meet the demands of today's manufacturers and processors, B&R has observed revolutionary change appearing across the industry.

As we move forward, B&R predicts that we will see transformative improvements in production speed and flexibility and even closer integration of informational and operational technology.

“Ultra-connected packaging lines will need intelligent sub-systems – machine vision, digital printing, robotics, mechatronic units – able to collaborate at dizzying speeds.”

Maurizio Tarozzi, Head of Business Development, B&R



Smart labelling

Transparency has a vital role to play at the final stage of the supply chain. Manufacturers' attention has been focused on two areas: food labelling and use by/sell by dates.

The issue of food labelling directly intersects with health and well-being. Increasingly, manufacturers are required to provide consumers with sufficient information to make informed choices. The introduction of smart labels means a consumer can use their smartphone to scan barcodes for health and nutritional information. Transparent labelling also contributes to fighting rising obesity levels across the world, and supports the increase in regulation surrounding salt, sugar and fat content.

Smart labelling is the natural evolution of the use by/sell by dates.

It is also an important asset in the fight against wastage. It is a sobering fact that 30% of all food produced ends up as waste before it even gets to market.

More accurate labelling directly contributes to the creation of Circular Economy. For example, sophisticated sensors can provide real-time information on the condition of packaged produce so that items that need to be consumed quickly are given priority and food that is still edible is not discarded unnecessarily.

Consumers are also beginning to take a proactive approach to wastage using smart phones. Apps like Too Good To Go and Karma use a smart phone's geolocative abilities to alert users to nearby restaurants and shops selling discounted food that would have gone to waste.

The new production terminology



Adaptive machinery
Machinery developed to manufacture highly customized products in batches of varying sizes.



Batch size one
Where production line capabilities are flexible enough to produce single unit orders.



Digital twins
A detailed digital replica of a real-life piece of hardware used to test possible scenarios before a physical version is commissioned.



#2 Sustainability

As governments start to recognize the planet is facing a climate emergency, a transformative shift from fossil fuels has begun. As renewable energy becomes more affordable, available and feasible for all, electrification has become essential for businesses who want to reduce CO² emissions.

Companies are responding to the climate crisis through a commitment to the UN's Sustainable Development Goals.

An estimated 86% of 600 leading F&B companies have set specific targets and ambitious goals for change.²

But despite these impressive numbers, Ali Ahmadian, (CEO of ABB partner, Heliospectra) estimates that 90% of his prospects and clients are not driven by environmental concerns when purchasing Heliospectra's lighting systems and indoor growing solutions. Instead, Ahmadian notes, customers are motivated by "cost savings through resource and waste reduction, plus increased productivity and quality."

Almost 60% of ABB's revenues are generated by technology that fights climate change.

Clean, sustainable supply chains

It is vital that F&B businesses develop a clean and sustainable supply chain consistent with their own environmental ambitions and business positioning.

This starts with primary production and in this context, indoor vertical farming has huge potential to expand across the globe. Its benefits include bringing production closer to the end-consumer and reducing transportation requirements. Vertical farming also has the potential to vastly increase the quality and quantity of produce yields, with minimal land and space required.



Case Study: Olam International

As crucial as sustainable practices are to the future of our planet, they can certainly be good for business too. For instance, as much as 70% of all industrial energy is used by the motors driving operations. Simply switching to variable speed (sometimes called variable frequency) drives or digitalizing operations can result in huge energy savings, increased productivity and easy compliance with any government energy efficiency regulations.

Leading agribusiness Olam International has around 30,000 motors across 70 global factories, and a single production line in one of these factories might require hundreds of motors. These motors are often in constant operation, so their reliability and performance are critical to ensure smooth production.

To help meet all its long-term sustainability requirements, Olam installed ABB Ability™ Smart Sensors. The sensors quickly identified that one of the motors was exhibiting dangerous levels of vibration. Through the sensors' predictive maintenance capabilities, Olam was able to carry out a smooth, planned replacement of the faulty motor.

The simple upgrade prevented unplanned downtime, extended the life of all equipment, decreasing TCO and supporting a more energy-efficient, sustainable production cycle.

²Fixing Food 2018: best practices towards the sustainable development goal (Barilla Center for Food & Nutrition), 2018

Solutions at every stage

It is clear that conscious consumption, where consumers pay close attention to the ethics of their purchases, is growing in importance. Global Food and Beverage producers know they are being watched carefully and many take proactive measures to ensure they are not left open to criticism.

Beyond energy and emissions, packaging is an immediate priority for Food and Beverage businesses.

The pace of the plastic backlash among consumers has taken many by surprise, but only reflects the growing problem of plastic waste disposal, especially where it concerns our oceans. Already, grocery retailers are experimenting with new formats to reduce the use of plastic packaging, like Waitrose's Unpacked range, which offers packaging-free refillable options.

Brands such as Unilever, Nestlé and PepsiCo have also thrown support behind Terracycle's Loop platform, which allows shoppers to purchase refillable versions of their products.

Transport also continues to be a key consideration as it involves every stage of the supply chain. The global issue of its huge carbon footprint is further complicated by the increasing need for refrigeration and an extended cold chain, often in markets with a limited electrical infrastructure.

From a distribution and retail perspective, the growth of home delivery services from retailers and restaurants only increases the volume of vehicles and deliveries required.

With this in mind it is unsurprising that as of September 2019, 44 countries have implemented or are planning to implement drone delivery.³ Major Food and Beverage players are already committed to using drones, including Ele.Me delivering takeout in Shanghai, UberEats dropping off McDonalds in San Francisco and Japanese supermarket chain Seiyu shipping groceries to Sarushima Island.

When it comes to sustainability, plastic and transport are just two aspects to consider. Every business will need to examine its operations and audience segments in order to consider where improvements can and should be made. In a very real sense, the future is in our hands.



Case Study: FloGroFresh

In recent years, the prawn industry has received a lot of negative attention surrounding labor practices and marine degradation. The UK-based FloGroFresh emerged to meet consumer and industry demands for a clean supply chain, utilizing a closed-loop aquaculture system.

Their prawns are reared in the UK, using renewable energy to power their saltwater tanks and maintained through sustainable water usage. Once harvested, the prawns are delivered direct to restaurants in the UK, creating a sustainable alternative to importing frozen prawns from Asia or South America.

Here we have an example of production being brought closer to home, in line with the localism trend. The process reduces the need for expensive and environmentally damaging transportation, while improving control and transparency – a response to demands from restaurants and consumers alike.



³Drone delivery services growing at extraordinary rate – new Unmanned Airspace survey (Unmanned Airspace), 2019



#3 Novelty

For many analysts, the adventurous consumer is at least as important a trend as the conscious consumer.

Food, and especially beverages, present relatively low risk opportunities for consumer experimentation, and with an increasingly globalized food culture, there are endless sources of inspiration. However, what constitutes a novelty in one culture might be old news in another; for instance, kombucha, which has been consumed for hundreds of years in China, is the latest beverage to appear in every Western coffee shop fridge.

Making it personal

Digital culture amplifies consumers' voices like never before. More than ever before, consumers are showing a desire for products that specifically address their personal needs, no matter how niche. This is especially true of functional foods, which are designed to enhance our senses, ease our stresses and tensions and improve our memory.

As the trend for personalization takes hold, manufacturers must hone their agility as they move toward batch size one. All this needs to be realized without compromising on quality or safety, which is why agile automation processes are essential to remaining competitive in a hectic, trend-led economy.

Technology has always been a source of novelty as well as a driver of innovation.

New innovations are being deployed beyond the supply chain with the focus on experiential dining designed to delight and inspire.

Supermarkets are responding to increasing consumer demands for fresh, quality produce, with many investing in on-site greenhouse facilities and even offering self-picking experiences in the vegetable aisle, extending the greenhouse into the retail store itself.



Case Study: Niska Robotic Ice-Cream Bar

A retail robotics start-up based in Melbourne, Australia took the growing consumer desire for experience-based dining to heart when it combined robotic automation with the wholesome fun of an ice-cream parlor.

A collaborative ABB YuMi robot called Tony joined two robotic colleagues to power an entirely automated ice-cream café. Everything from the initial order to the sprinkles on top is handled by robots.

This small-scale enterprise is concerned with more than (locally produced) gelato. Here, food and technology work together to create a highly shareable, memorable experience. Visitors are encouraged to take selfies with the robots and the sparsely decorated gleaming white café is engineered to make consumers feel as though they are stepping into the very near future.

With their café venture, Niska is writing a brand story that aligns perfectly to its business model: innovation with a friendly face. The lesson for businesses at every stage of the supply chain is in its commitment to consistent, organic storytelling.



#4 Convenience

The trade-off between quality, price and convenience has been permanently broken down. Consumers want it all, with no compromise.

With customer experience widely recognized as the number one driver of brand differentiation and success, convenience has never had a broader application or higher profile.

eCommerce is a rapidly growing solution for grocery purchases, with always-on functionality, home delivery and a long tail of choice that could never be accommodated in a single retail store.

This shift to digital convenience is a key driver of the decline of the hyper/supermarket model, with the very same retailers vastly expanding their local convenience formats and delivery models to fit in with new lifestyles and purchasing behavior.

Cities and towns alike are now populated with small format grocery stores. Consumers visit reduced versions of familiar supermarkets like Tesco Express or Carefour City or simply grab something from Amazon Go's cashier and cash-free stores.

Delivering a challenge

The ease of the digital delivery system has led to an explosion in cook-at-home or eat-at-home solutions. A vast array of digitally enabled takeaway options are also taking an increasing share of food spending and disposable income.



In response to this, manufacturers are looking to establish Direct to Consumer digital operations. But this is no easy task for legacy businesses used to working in close collaboration with retail intermediaries across the globe.

“Adopting a robust logistics automation and robotics solution ensures manufacturers are equipped to handle customers’ ever-increasing delivery expectations.”

Marc Segura, Managing Director Consumer Segments & Service Robotics, ABB

The growth of eCommerce and shift to mass customization has increased the complexity of logistic operations. Large chains require their suppliers to deliver customized, pre-arranged pallets that can be unloaded directly onto store shelves. As manufacturers handle a wider variety of packages that need faster delivery than ever before, it is clear that automated inventory management has become a necessity, supported by warehousing solutions connected to an intelligent, responsive supply chain.

Convenience without compromise

As the inter-relationships between our Mega-Trends make clear, today’s consumer expectations are at an unprecedented high. Demand for ethical and humane production is matched by the demand for low prices, sustainable processes, living wages, healthy foods, good corporate citizenship and more.

Satisfying complex consumer demands requires new approaches to every aspect of production, packaging, distribution and retail.

The Food and Beverage industries are proving endlessly inventive in their response to the dynamics of the on-the-go economy and the demand for convenience without compromise. If manufacturers continue to boldly pursue innovation-based solutions, the future is looking bright indeed.



Tasting the possibilities

Digitalization and advanced analytics are now widely recognised as vital to the future success of Food and Beverage with industry leaders investing significant sums in developing new facilities and systems.

“In the future, we'll see flexible, sustainable systems that can self-optimize, self-adapt and run entire processes autonomously”

Tatjana Milenovic, Global Head Food and Beverage, ABB

We have seen major strategic shifts and acquisitions from global operators across Food and Beverage. Many are openly recognizing consumer concerns regarding Big Food and noting the appeal of smaller, more “authentic” brands, products and operators.

Most major operators including Nestlé and Unilever have complemented their strategic thinking with investments in highly specialized small businesses or tech incubators, helping them to harness start-up energy, ideas and technologies.

This is not a solution for everyone. Many smaller operators are operating on wafer-thin margins and are unable to consider investment (or CapEx) at a time of global market uncertainty. Strategic partnerships like those forged between rural farmers and Microsoft could prove key to creating a healthier ecosystem, both environmental and financial, and backed by the power of data transparency.

A common goal

As we turn our thoughts to the future, one of the biggest opportunities for Food & Beverage businesses will be making healthy, sustainable food a practical and affordable reality. Through this we can address global problems including diabetes, hunger, malnutrition and obesity.

While the challenges seem vast, the chance to harness a combination of deep domain knowledge and the latest technologies is truly exciting.

Striking the balance between innovation and expertise has the potential to transform lives across continents and for generations to come. ABB's expertise in power, automation and robotics along with market-leading industrial control systems and an unrivalled commitment to sustainability makes us the natural choice for many businesses.

As we look to the horizon, we hope this is just the beginning of your conversation with ABB. Our deep domain expertise and global footprint mean we are uniquely placed to support your business goals. So, if you're ready to face the future of food and beverage with confidence,

Talk to us.

Key takeaways

The Big 4 Drivers



Transparency

Build consumer confidence with digital tools that provide accountability.



Sustainability

Embrace innovation to reduce business costs and protect the environment.



Novelty

Capitalize on innovation trends with technology to support customized/personalized experiences.



Convenience

Optimize production agility to remain competitive with digital convenience formats.



<https://new.abb.com/food-beverage>