

MAGGIE SENG SADOWSKY
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HOW TO GIVE RISE TO THE NEXT SUPERFOOD

The Bean



Hi I'm
Maggie

WHAT MAKES A FOOD A *Superfood?*

- HEALTH PROMOTING
- NUTRIENT DENSE
- WHOLE FOOD | MINIMALLY PROCESSED
- ✳ NO LEGAL DEFINITION



Kale

FROM GARNISH TO SUPERFOOD



BEFORE 2010

- **MINIMAL CATEGORY RELEVANCE**
- **LIMITED CONSUMERS**
- **LOW PRICE PREMIUMS**

***NO ONE CARED**

Kale THE ECONOMIC VALUE SHIFT

“BUZZ”

“SUPERFOOD” (MEDIA +
CELEBRITY + HEALTH)

**PERCEPTION
CHANGE**

KALE BECOMES
DESIRABLE
NOT JUST
NUTRITIOUS

**DEMAND
GROWTH**

MORE RETAIL
SKUS, MENUS, RECIPES,
MENTIONS

**ECONOMIC
OUTCOMES**

PRICE PREMIUM
MORE ACRES PLANTED
GLOSSY FEATURES



Kale

IMPACT OF STORYTELLING



INCREASED CONSUMER DEMAND

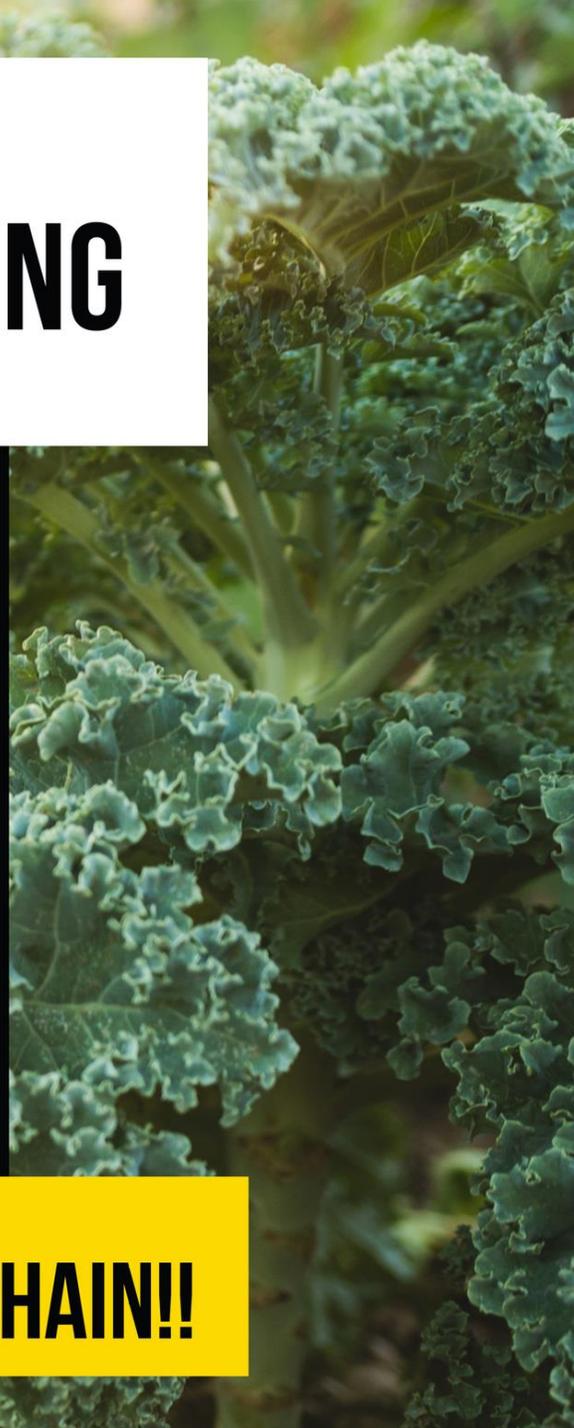


INCREASED CATEGORY AND RETAILER ORDERS



INCREASED ACREAGE AND EXPORTS

*** ELEVATED THE ENTIRE SUPPLY CHAIN!!**



GREW INTO A MULTI-BILLION \$ CROP

KALE DIDN'T CHANGE - THE VALUE DID

+60%

INCREASED PRODUCTION +60% (2007–2012)

+80%

PRICES ROSE OVER +80% (2013–2016)

KALE BECAME A HIGH-MARGIN “CASH CROP” FOR SMALL FARMS



**SO WHAT DOES KALE
HAVE TO DO WITH
BEANS?**

ONLY
14%

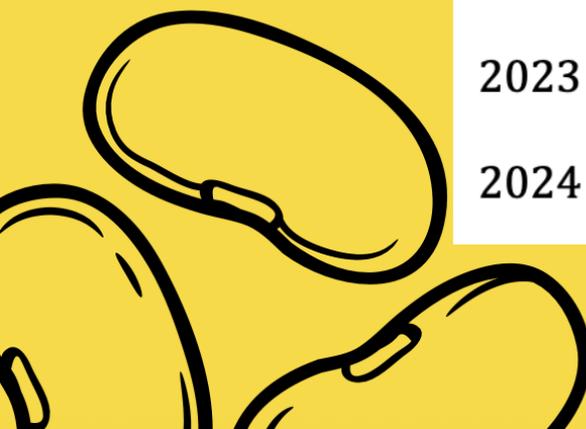
**US POPULATION EATS BEANS DESPITE ALL
THE KNOWN BENEFITS**

 **FLAT FOR NEARLY 20 YEARS (AVE CONSUMPTION ABOUT 7.5LB OR 3.4 KG ANNUALLY)**

Beans CURRENT STATE

PER CAPITA BEAN CONSUMPTION: MEXICO VS. U.S. (2000–2024)

Year	Mexico (kg)	Mexico % Change	U.S. (kg)	U.S. % Change
2000	12.9	—	3.4	—
2005	12.0	-7.0%	3.3	-2.9%
2010	10.9	-15.5%	3.2	-5.9%
2015	9.9	-23.2%	3.3	-2.9%
2021	9.0	-30.2%	3.6	+5.8%
2023	7.8	-39.5%	3.4	0.0%
2024 (Est.)	7.7	-40.3%	3.4	0.0%



LOW DEMAND LIMITS PRICING POWER.

Beans CURRENT STATE

COMMODITY STATE (CURRENT BEAN POSITION)

- DEMAND IS INTERCHANGEABLE
- BUYERS CHOOSE BASED ON LOWEST COST
- PRODUCT COMPETES ON PRICE
- SELLERS HAVE LIMITED LEVERAGE
- PRICES REMAIN VOLATILE AND CONSTRAINED

SUPPLY DETERMINES PRICE



NARRATIVE-DRIVEN STATE (WHAT KALE ACHIEVED)

- DEMAND BECOMES PREFERENCE-DRIVEN
- BUYERS COMPETE TO SECURE SUPPLY
- PRODUCT COMPETES ON VALUE, NOT JUST COST
- SELLERS GAIN NEGOTIATION LEVERAGE
- PRICE TOLERANCE INCREASES

DEMAND DETERMINES PRICE

STRONG DEMAND SHIFTS PRICING POWER BEYOND RETAIL

SMALL INCREASE = MORE \$\$

DRIVE DEMAND

+ 1 LB

PER US PERSON ANNUALLY



INCREASE \$

\$ 16.8M

*ASSUME +\$5.0/CWT

INCREASE VOLUME

335K

350,000 LB

ANNUALLY

CONSUMER DEMAND UNLOCKS ECONOMIC OPPORTUNITY UPSTREAM.

Problem:

BEANS SHOULD BE
WINNING....
BUT THEY AREN'T

Rising MACRO TRENDS

1

PROTEIN OBSESSION | FIBERMAXXING
IT'S A PUSH FOR >GRAMS

2

MAHA REPORT - NEW DIETARY GUIDELINES
ULTRA PROCESSED FOODS ATTACKED AND EMPAHSIS ON NUTRIENT DENSITY

3

CLEAN AND SIMPLE INGREDIENTS
FORGET LABEL READING - AVOIDANCE SCANNING | YUKA

4

RISING FOOD COSTS
MEAT COSTS INCREASED APPROXIMATELY 57% FROM 2020-2025

WE ARE TELLING THE WRONG STORY...

HOW WE CURRENTLY TALK ABOUT BEANS

1

HIGH PROTEIN AND FIBER

EXCELLENT SOURCE WITH PROTEIN 13-18G | FIBER 12-18G PER COOKED CUP

2

AFFORDABLE AND SHELF STABLE

LASTS FOREVER IN YOUR PANTRY

3

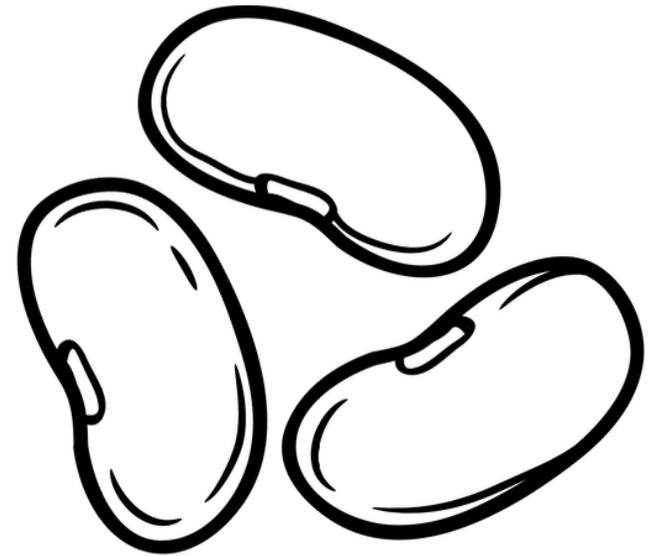
ENVIRONMENTALLY FRIENDLY

NITROGEN FIXING AND DROUGHT RESISTENT

4

WORKS IN DIVERSE CUISINES AND CHILIS

ALL CULTURES USE BEANS IN THEIR DIET



eek....

THAT WON'T GET ATTENTION

HOW TO TALK ABOUT THE MOST RELEVANT FOOD OF OUR TIME...



OLD: WHAT BEANS CAN DO
NEW: WHAT BEANS CAN DO FOR YOU

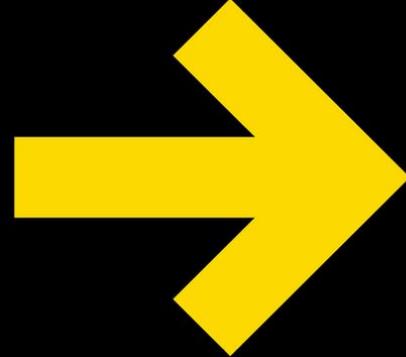
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1 HIGH PROTEIN AND FIBER

CLINICAL

- AN EXCELLENT SOURCE OF PROTEIN
- CONTAINS RESISTANT STARCH
- SUPPORTS IMMUNE SYSTEM
- REGULATES INSULIN
- NUTRIENT DENSE

NOT



POWERFUL

- BUILDS YOUR MUSCLES
- EMBRACE YOUR GUT (MICROBIOME)
- SUPER IMMUNITY | PREBIOTIC PUMP
- SUGAR CRASHES -A THING OF THE PAST
- HEAVY LIFTS WITH POWER PACKED FOOD

NOW

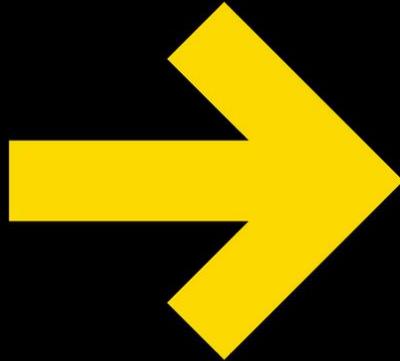
2 AFFORDABLE AND SHELF STABLE



STALE

NOT

- SHELF STABLE LASTS A LONG TIME
- CHEAP ALTERNATIVE TO MEAT
- INEXPENSIVE FOOD SOLUTION
- FOOD SECURITY FOR DIVERSE POPULATIONS
- SOLUTION FOR A LIMITED BUDGET



FRESH

NOW

- THESE WON'T LAST IN YOUR PANTRY
- 5 PANTRY DINNERS WITH YOUR CANNED BEANS!
- BLOW YOUR MIND (NOT YOUR BUDGET) RECIPES
- DECADENT DESSERTS WITH CANNED BEANS
- MOM WIN - SIMPLE DINNERS IN 10 MIN

3

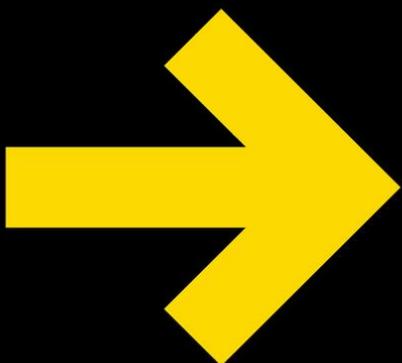
ENVIRONMENTALLY FRIENDLY



SHAMING

- SUSTAINABLE CROP
- DROUGHT RESISTENT
- GREENWASHING
- GOOD FOR PLANET
- SUPPORT RECYCLING

NOT



ACTION

- RICH SOIL | RICH PLANET
- GREEN IS THE NEW COMFORT FOOD
- FLEXITARIAN: BEEF TO BEAN MEAL SWAP
- 10 CRAFTS TO USE YOUR CANS
- STOP EATING MICROPLASTICS

NOW

4

WORKS IN DIVERSE CUISINES AND CHILIS

VAGUE

- GREAT FOR SOUPS AND CHILI
- PAIRS WELL WITH VEGETABLES + GRAINS
- MEATLESS ALTERNATIVE
- WORKS FOR ANY DIET
- NATURALLY GLUTEN FREE

NOT



TARGETED

- ONE POT - ONE PLANET
- WINNING CHILI COOK-OFF
- ONE POT OF BEANS : WEEKDAY MEALS DONE
- BEANS AND GREENS FOR ALL
- GLOBALLY LOVED. LOCALLY EATEN

NOW

EMOTIONAL CONNECTION

4 P'S

(TO PUSH BEANS TO SUPERFOOD STATUS)



POWER

“ I WANT TO FEEL
STRONG AND
ENERGIZED!”

CORE IDEA:

FUNCTION MY BEST



PROTECTION

“ I WANT FOOD I
CAN COUNT ON.

CORE IDEA:

FEEL SECURE



PLANET

“ I WANT MY
CHOICES TO
FEEL RIGHT. ”

CORE IDEA:

DO GOOD



PLEASURE

“ I WANT THIS! ”

CORE IDEA:
FEELS GOOD

BEANS DON'T NEED TO
CHANGE... THEIR
CONSUMER **VALUE** DOES



**DEMAND
DETERMINES
VALUE**

Key Takeaways MAKE SOME NOISE!!

1

CANCEL THE COMMODITY LANGUAGE

NOT DRIED BEANS | NOT SHELF STABLE

2

FEATURE BEANS AS A LIFESTYLE CHOICE

NOT A CHEAP ALTERNATIVE TO MEAT | THE PATH TO A LONG LIFE

3

MAKE BEANS A MAIN CHARACTER

CELEBRATE - BRING BEANS TO THE CENTER OF THE PLATE

4

KILL THE BUZZ WORDS + CREATE THE BUZZ

REMOVE WORDS LIKE SUSTAINABLE, HEALTHY, AFFORDABLE



BEANS DON'T NEED

INNOVATION...

THEY NEED A NEW STORY



Ready?

THANK YOU!

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