

Global Gazette

The latest news, updates, and announcements

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Quote of the Month:

"Always remember people who have helped you along the way, and don't forget to lift someone up."

- Roy T. Bennett



November: National Homeless Youth Awareness Month

This November is a time to bring awareness to the youth homelessness crisis in America and across the world. Research shows that 4.2 million young people ages 13-25 experience some form of homelessness each year in the US. This means in our average classroom of 30 students, at least 1 kid will not have a safe and stable place to go home to after school. Homelessness is the largest risk factor for the sex trafficking of minors. Of the children reported to the National Center for Missing and Exploited Children, 1 in 6 was likely a victim of child sex trafficking. This issue spans far beyond our borders with an estimated 150 million children without stable homes in the world. Global is supporting this cause with a donation to Save the Children. This remarkable non-profit has worked for over 100 years to provide educational, health, protective, and emergency programs to children and their families. They work in over 120 countries and have supported 183 million children in 2021. All children deserve to know where their next meal is coming from, receive the healthcare they need, and be protected from conflict coming from the world or their home. Save the Children works every day to achieve these goals and protect the next generation.

The New Holiday Hoster

'Tis the season for inflation and rising grocery prices. Consumers are painfully aware of the 12.4% increase from 2021 and are adjusting their budgets accordingly.

This holiday season brings a new mindset and a new customer base that is focused on convenience and sustainability. With the rising buying power of Gen Z we see a new age of holiday hosters.



According to a new survey from private brand solution provider Daymon, 42% of Gen Z and Millennials will be hosting for the holidays this year. It is apparent that these generations are looking to make their holiday shopping more sustainable, healthy, and convenient. As new hosters of the holidays, this group is more likely to lean towards pre-made foods and is driving the e-commerce market in the grocery category. Data from Adobe Analytics projects a record \$13.3 billion in online grocery sales, a 10.5% increase from last year, as shoppers plan their holiday meals. With a generation that has grown up embracing new technology, it is not surprising that consumers are adapting to use the same online shopping methods proven to work in the pandemic.



Although this group values convenience for the holidays there is still an emphasis on sustainability and health for today's consumer. Gen Z is looking for brands that resonate and hold true to their values. Being able to deliver that brand story and correctly portray those product attributes is the key to getting a product from shelf to table. Gen Z is known for their mindless scrolling, redefining a social

media and marketing campaigns to directly target this new consumer is a key step to establishing brand awareness. These shoppers recognize what they see online when they are in stores and will do their research to be confident in buying their next holiday treat.

Vendor Spotlight: Graza

As November comes to a close Graza is gearing up to create their cooking oil, "Sizzle" using hand-picked Picual Olives. Their story starts in Jaen, Spain where Co-founder Andrew Benin found his passion for good quality, authentic, simple, and delicious olive oil. Andrew was living in Spain enjoying the widest variety of fresh olive oil he had ever tasted when the idea for Graza came to mind. He wanted to bring a healthier product with authentic flavor into the lives of American consumers. Now there are a lot of olive oil companies in the industry but Graza was determined to stand out with transparent marketing and a consumer-friendly design in products a household can afford to use every day.

Consumer education and the pandemic-fueled enthusiasm for cooking at home is their secret to success. With only two products, Graza has made cooking with olive oil simple and fun. Their signature "Drizzle" uses exciting flavor to elevate any salad or top favorite dishes with a taste of fresh. The convenient squeeze top of the products makes their "Sizzle" oil the paintbrush of the masterpieces home chefs create each day.

In their journey as a brand, Graza has come to learn that people want to know more about what they are cooking with. The quality of olive oil in the US is often very poor and there are many misconceptions about what is the best quality, type, and location.



Co-Founder, Allen Dushi stresses that they would love to see their product out of the olive oil shelves and into the produce section one day, "because it truly is a fresh fruit juice, it belongs with the tomatoes, the avocados, and everything else that is fresh."

This makes it easy for some brands to take advantage of misinformed consumers. Graza doesn't just focus on the type or country but highlights quality. An average olive oil on the shelf could be made with oil from many different countries and often doesn't verify where all the ingredients come from. Graza is confident in their product and where it comes from which makes them proud of what they put in the bottle and that is really connecting with customers.

Retailers may get excited about brands that have many SKUs but with this product, a consumer on average is only going to buy one and make their choice with purpose. Graza finds that over 90% of orders are for both of their products as consumers often choose to take both home and use them for different things. Check out KeHE to add some Sizzle and Drizzle to your shelves!