



**SOCIAL MEDIA IS
ALL ABOUT
SELF-
EXPRESSION**



**YouTube “How To” Video Searches Up 70%,
With Over 100 Million Hours Watched In 2015**

HOW TO FLIP AN EGG

MILLENNIALS ARE
ME-CENTRIC

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SO YOU SHOULD
MAKE THEM FEEL SPECIAL



AMAZON

Push the button and talk to the Dash to place an order instantly. Amazon is now also experimenting with drone delivery to bring products to customers' doorstep in 20 minutes.



WHOLE FOODS

Amazon acquired whole foods. That means one of the most innovative and most organic companies are working together to feed consumers.



WHOLE FOODS

Expectations are that they will invest heavily in vertical farming to reduce travel costs and time of delivery from farm to plate.