



# Sustenance 2040

How Will You Eat in the Future?  
*Will You Eat?*

 BrainReserve  
 PopcornBrains  
 Faith Popcorn's BrainReserve  
[FaithPopcorn.com](http://FaithPopcorn.com)





Right now, we're in the middle of what's been called an orthorexic moment – consumers are adopting stringent, “free-from” eating in droves. Bubbling below the surface of this behavior:

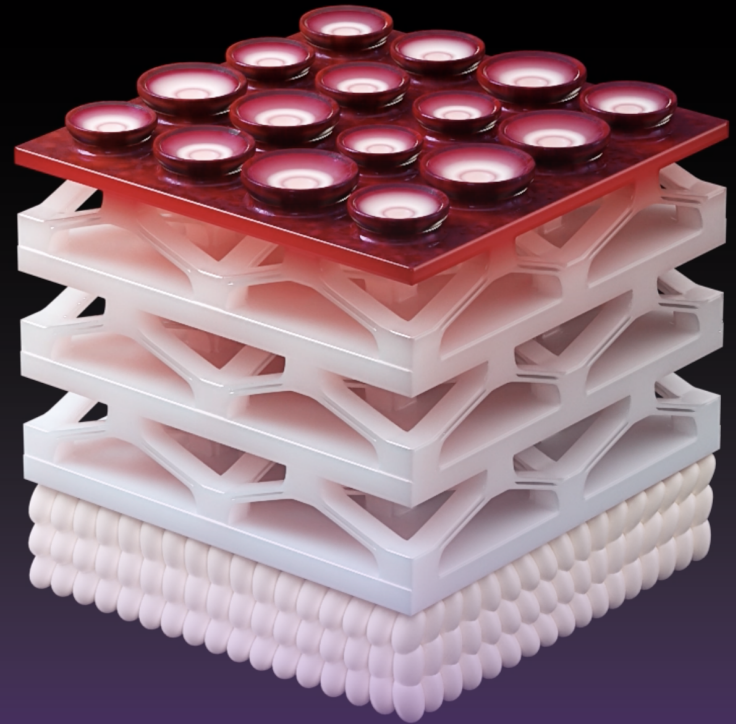
An attempt to control their uncertain lives by controlling what they eat by shunning gluten, animal protein, additives, GMO's, and more.

But food and the role it plays in our lives is about to leap ahead and defy its past definition. The team of visionaries at Faith Popcorn's BrainReserve are constantly detecting new indicators which have intense implications for brands and businesses. Here are three of the currents we see emerging and transforming how we take in nutrition.

n1

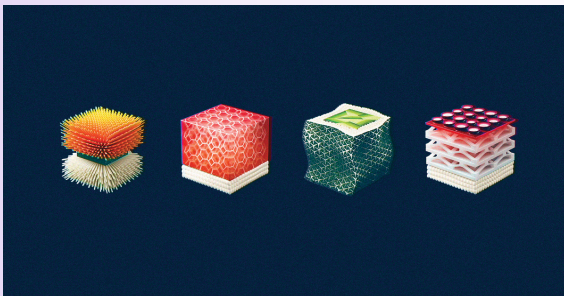
# Post-Clean Eating

It won't be enough to merely strip away what's bad for us from food. We'll demand that what we put in our bodies optimize our unique selves – and improve the planet. (Yes, we'll be *that* demanding.) The signals are already surfacing.



## #1

Open Meals, a Japan-based company, creates what can be described as 3D-printed sushi, but only after it's mined your biodata via saliva, urine and stool samples. It then creates "singularity sushi" that's attuned to your particular physical needs. Do you need more protein or a special proportion of fats? Done and done. Farther along, you won't need to offer up samples of your bodily fluids and by-products. Your biodata will be easily monitored by an implanted chip and shared via a simple, single click with anyone prepping your meals.



## #2

Personalization rules: The DNA Diet Plan taps your 23andMe data to tell you how to eat to lose weight. Many gyms, including NYC's \$900 a month Performix House, will scan clients' bodies to see where fat deposits are, to better finetune their nutrition and fitness plan. Soon, this will all be internalized. Implanted chips will read your blood chemistry and your mood. Your brain and body will be wired to computers via Elon Musk's Neuralink, a system of thread-like brain implants. AI will be able to send push notifications directly to our brains about what to eat and how to work out for optimal health.



## #3

Our food will be planet-friendly. Each morsel will be treasured as climate change, rising waters and pollutants threaten the food cycle, life cycle and earth itself. Since we'll have less food to work with and will curate it to be hyper-pure and healthy, we'll squeeze every last bit of nutrition from it. Signals: Toast Ale is brewed from surplus bread while Rise Products uses spent grain; in Amsterdam, customers order "Magic Boxes" – chef-engineered lunches made from food waste (what's leftover in supermarkets and restaurants but nothing that's spoiled). Tomorrow, these practices will be woven into daily life, with a minimal amount of food yielding multiple meals.





n2

# Taste-Free Food

For decades, makers and marketers have been obsessed with the “How does it taste?” question as the key to popularity. Soon, that may not be a viable issue. As we manage unprecedented stress and demands, we’ll become hyper-focused on foods that give us the nutrients and benefits (focus, energy, calm, and more) we seek. Whether they are sweet, salty or something in-between loses its relevance.



## #1

Nonfood offers high-protein, low-carb foods based on algae, where function comes first, and taste comes second. Their Nonbar blends three algae, tapioca fiber, sunflower oil and roasted fava beans for a hit of micro- and macro-nutrients.



## #2

Mana and Soylent offer products for those who are too damn busy to do food prep or even chew, serving up what they say is nutritionally complete food in liquid form. Slurp-able sustenance will become increasingly common.



As we move through our future frictionless world, our advanced consumption modes will be mist, patch, and drip. Consider what is already moving through the culture:

### #3

At Grant Achatz and Nick Kokonas' *The Aviary* in Chicago and NYC, cocktails are prepared amid clouds of liquid nitrogen; vaporized Gin and Tonics cause tipsiness without a single sip, and Indiegogo is raising funds for Cloud Buzz, which serves up inhalable shots of spirits.



### #4

Caffeine energy bracelets promise to give you four hours of focus – akin to what a wicked-strong double espresso might do, but minus the jitters – because it works transdermally.



### #5



For those who want energy or to shake off last night's too liberal serving of alcohol, many are finding the answer in IVs. NutriDrip infuses clients with vitamins and liquids via a hospital-style hookup to help them achieve better wellbeing.





n3

# Eating + Humanism

For every Trend, there's a counter-Trend, and this fact will play out in the realm of food. Yes, our frenetic 99 Lives leave us yearning for no-chew sustenance when in the flow of our day. But we will also want to spend our snippets of spare time in the nostalgic pursuit of emotional nurturing through food. As our lives become more digitized, cooking and calories become a key expression of Clanning. What will this look like?



#1

**Communal cooking:** *The Wall Street Journal* recently reported that new, dorm-style buildings will allow “tenants [to] lease tiny rooms in larger apartments shared with strangers. Renters have access to living rooms, kitchens and other common spaces, while amenities like...cooking classes are part of the deal.”



#2

**Apps match people cooking extra meals with people seeking home-cooked food.** Feastly, Tea with Strangers and other

services network people over food and drink for the emotional connection so desperately missing in our ever more virtual lives.



**What lies ahead?**

#3

**Imagine holographic “family dinners”** with squad members from around the globe – or with AI-generated versions of ancestors.

#4

**AI-guided “care packages”** that are based on your biodata and know when you are stressed, lacking

nutrients, or sleep-deprived. These will be a Birchbox of delicious, handmade treats that sate the body and soothe the soul, with a hand-written note from the chef.

#5

**Cook-ins as IRL experiences will take their place next to theater,** concerts, and sporting events as entertainment. We’ll gather for exclusive, immersive, intensely memorable food fests where we can participate and interact with chefs (be they flesh and blood or circuits and code) as much as we like, and then connect with the other PLUs (People Like Us) who are present. It will be a remedy for both empty stomachs and empty social lives. This will also become a sampling forum for brands looking to introduce their products to new audiences and form lasting loyalty.

Harnessing these three shifts  
is the mandate of tomorrow.  
Aren't you hungry to be a part of it?  
Contact us at [info@faithpopcorn.com](mailto:info@faithpopcorn.com),  
and let's talk about how to make that happen.

