



WEEKLY NEWSLETTER

MAR 2 - MAR 9
2018

Signs visible in the crowd include:
- "WOMEN'S RIGHTS ARE HUMAN RIGHTS"
- "NO DONALD, MILITARY SEXUAL ASSAULT IS NOT TO BE EXPECTED"
- "WE MUST ALL FACE THE CHOICE BETWEEN WHAT IS RIGHT AND WHAT IS EASY"
- "I'M WITH HER"
- "NO MORE RAZZYHATS"
- "KEEP YOUR POLICIES OFF MY BODY"
- "HATE DON'T MAKE GREAT!"
- "WOMEN'S RIGHTS ARE HUMAN RIGHTS CUTS"
- "FUCK OFF"
- "YOU CAN'T"
- "FREE"
- "PUBLIC SCHOOLS"
- "SUPER HEROES FIGHT FASCISM"
- "THIS IS FOR MY MOM WHO TAUGHT ME ABOUT FEMINISM"
- "WE WILL PROTECT YOU"
- "I WILL NO LONGER MARCH WITH HER"
- "WHY I MARCH"
- "TOO MANY THINGS WRONG FOR ONE SMALL POSTER!"
- "ERIN YES"
- "I STAND WITH PLANNED PARENTHOOD"
- "NO MORE RAZZYHATS"
- "WOMEN'S RIGHTS ARE HUMAN RIGHTS"
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Gender Inequality

WHAT IS THE INTERNATIONAL WOMEN'S DAY 2018 THEME? "PRESS FOR PROGRESS" INCLUDES A POWERFUL MESSAGE BEHIND IT [BUSTLE, MAR. 7 2018]

International Women's Day is a holiday dedicated to celebrating strong women of the past and present, and also a reminder to continue working towards gender equality. The #PressForProgress theme is an important reminder that, despite all of the progress we've seen in the last few years, we are still far from gender equality. It tells us to continue fighting for equal rights while also celebrating the many recent movements that are doing just that. This is shared on the International Women's Day Website:

"And while we know that gender parity won't happen overnight, the good news is that across the world women are making positive gains day by day. Plus, there's indeed a very strong and growing global movement of advocacy, activism and support. So we can't be complacent. Now, more than ever, there's a strong call-to-action to press forward and progress gender parity. A strong call to #PressForProgress. A strong call to motivate and unite friends, colleagues and whole communities to think, act and be gender inclusive."



Gender Inequality

MEN IN HOLLYWOOD LAUNCH #ASKMOREOFHIM CAMPAIGN AHEAD OF 2018 OSCARS

[ELLE, MAR 2, 2018]

Over two dozen male actors, producers, and writers in Hollywood have joined forces with anti-sexual harassment and sexual abuse activists for the #AskMoreofHim campaign in an effort to "express their support and solidarity". The campaign was organized by The Representation Project, whose mission is to use film and media as catalysts for cultural transformation. David Arquette, David Schwimmer, Justin Baldoni, and Matt McGorry are among the long list of actors who signed an open letter, released by The Hollywood Reporter, that demands that more men stand up for the survivors of sexual misconduct.



GRUBHUB SPOTLIGHTS GENDER INEQUALITY AT RESTAURANTS

[CBS, FEB. 2018]

GH's plan is to give users the option to order from women-led restaurants across the US. The company's hope is that the "RestaurantHER" initiative will raise awareness about the significant long-term gender gap in the industry. On Grubhub's new site, users simply enter their zip code to view women-led restaurants in their area.



Gender Inequality

TMW UNLIMITED CALLS OUT SEXIST WORKPLACE BEHAVIOR FOR THE CHARTERED MANAGEMENT INSTITUTE [ADWEEK, MAR. 6 2018]

TMW created a video ahead of International Women's Day illustrating what *not* to do in the workplace. The "Gender Inequality: A How-To Guide" shares "quick and easy tips for creating imbalance in the workplace," and then progresses to a series of scenarios highlighting how casual sexism can emerge in the office.



BUMBLE, THE WOMEN-FIRST DATING APP, PINS LOGO TO CLIPPERS UNIFORMS FOR \$20 MILLION [ADAGE, MAR. 6 2018]

TMW Bumble founder Whitney Wolfe Herd said she was drawn to the NBA's global footprint and, more importantly, the team's commitment to gender diversity. The Clippers have the largest female leadership team in the NBA under President of Business Operations Gillian Zucker. This is the first year the league has allowed ads on players' uniforms, and so far teams have sold sponsorships from around \$5 million to \$20 million a year.

HERE'S HOW KIDS RESPOND WHEN INTRODUCED TO THE GENDER PAY GAP [ADWEEK, MAR. 7 2018]



Gender Inequality

THE NEW YORK TIMES HAS A NEW 'TRUTH' AD FOR WOMEN'S EQUALITY

[DIGIDAY, MAR. 8 2018]

MAIDUGURI, Nigeria — The girls didn't want to kill anyone.

TEHRAN — Thousands of Iranians took to the streets of the historic city of Isfahan on Wednesday to protest several acid attacks on women.

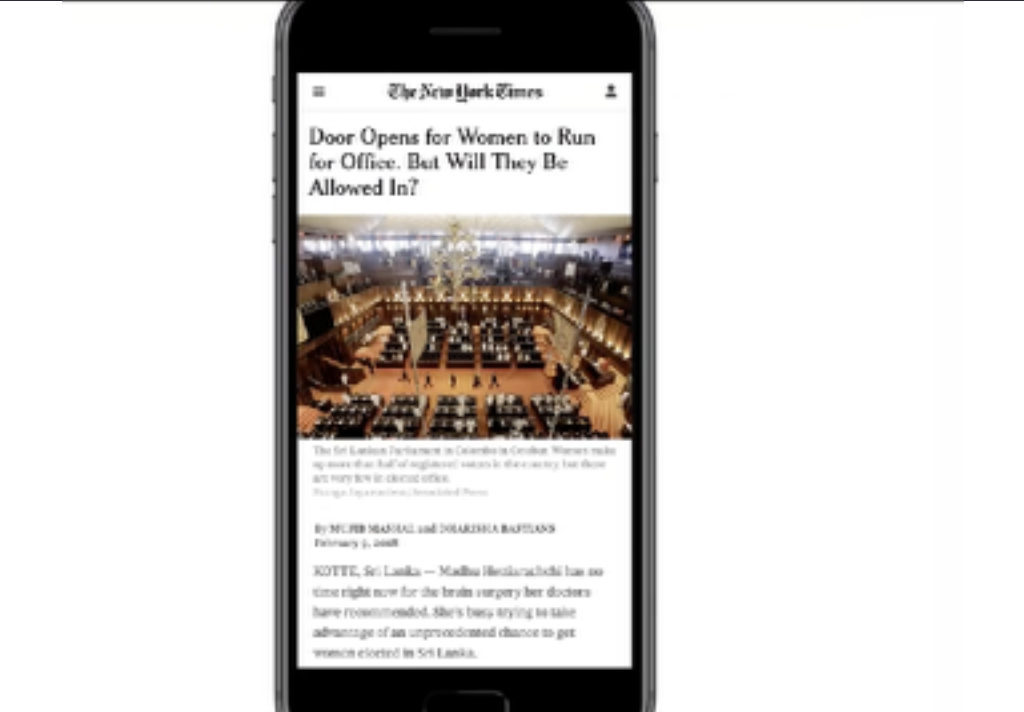
MEXICO CITY — She still relives the day the police officers shoved her to the back of a bus.

LANSING, Mich. — Armed with pieces of paper etched with their memories of sexual abuse, they stepped forward ...

JALALABAD, Afghanistan — Parveena almost got away.

Saudi Arabia — They were arrested, suspended from jobs, shunned by relatives and denounced by clerics as loose women out to destroy society.

COX'S BAZAR, Bangladesh — Hundreds of women stood in the river, held at gunpoint, ordered not to move.



The truth connects us.

The truth has a voice.

The truth will not be overlooked.

The New York Times

Sustainability

MEET HIP AND WATER FOR PEOPLE - WHERE STYLE AND FUNCTIONALITY ARE UNITED FOR GOOD [CSR NEWS, MAR. 7 2018]

Within Hip Products LLC, announced the Hip bottle (be-hip.com), a dynamic new entrant into the 8 billion dollar hydration category. Hip's philanthropic mission sets it apart, and its unique design makes it stand out. Hip is stylish, functional, and committed to helping those in need.

While designed to address the massive environmental problem single-serve water bottles create, Hip's mission is much broader. Through a partnership with Water For People (waterforpeople.org), every Hip bottle purchased provides access to two days of safe drinking water to a person in need. With a suggested retail price of \$14.99, Hip makes style accessible to consumers and clean water accessible to people around the world.



IT'S CRAZY, WE'VE HAD ENOUGH. DESIGNERS NEED TO TACKLE THE ENVIRONMENTAL MESS THEY'VE MADE [FORTUNE, MAR. 8 2018]

Three speakers who spoke at the Brainstorm Design conference, held in Singapore on Thursday, aimed to discuss how designers creating products, environments and services that are ecologically sound while economically viable? And how, in an industry often characterized by the embrace of the new, do we eliminate waste?

The speakers agree that sustainability doesn't have to be about doing less. "That's the wrong way of thinking," said one. "We should do more. Instead of flying less, design a better airplane; instead of drinking less bottled water, switch to sustainably produced bottles."

Sustainability

HELSINKI: THE FIRST 100% SUSTAINABLE FASHION WEEK **[VOGUE, MAR. 5 2018]**



Imagine a fashion world based on a circular economy and sustainability. Too difficult? In Finland, Evelyn Mora (pictured), the founder of the Helsinki Fashion Week believes it is possible, continues to invest on 'green' themes and was the first to apply the concept of the Eco-Village to fashion events. The first 100% sustainable fashion week will be held from July 20 to 25.

On the runway 30 brands, all green, of course, with garments crafted from recycled materials or natural and reusable fabrics. And it doesn't end here: besides becoming a global platform for eco-fashion trendsetters, the event will take place in a space where everything will be sustainable, with a "zero waste" approach, cutting-edge green technologies and using renewable energies.

ETHICAL FASHION IS ORDER OF THE DAY FOR STELLA MCCARTNEY IN PARIS [GUARDIAN, MAR. 5, 2018]

The invitation for Stella McCartney's fashion show in Paris came in a glossy pouch with "I am 100% compostable (and so are you!)" printed on it. Inside was a freebie with purpose: a pair of yellow socks made from 85% upcycled yarn using no water, chemicals, dyes or pesticides. McCartney has been exploring ethical fashion since they launched in 2001, so McCartney thought Monday's show was the perfect time for what she described as a mindful and considered exploration of "what we stand for in this industry"; a chance to reevaluate and modernize it and "take it to the highest level".

Of the trend towards sustainability, McCartney said: "I hope that I am joined by more people, and I think it's unavoidable that it will be part of the curriculum for consumption, because the next generation need a planet to live on and they deserve no less.



Alcohol Industry



BREWDOG'S PINK BEER FOR GIRLS CRITICIZED AS A MARKETING STUNT

[THE GUARDIAN, MAR. 1 2018]

BrewDog's launch of a pink "beer for girls", to raise awareness about gender pay inequality and sexist advertising, has come in for criticism as a cynical marketing stunt. The "new" Pink IPA, a repackaging of its flagship Punk IPA, comes with a pledge to sell it a fifth cheaper in its bars to "those who identify as women". The discount is aimed to reflect the 18.1% average gender pay gap between men and women in the UK.



FROM BARBIE TO BUD, WHAT BRANDS ARE DOING FOR INTERNATIONAL WOMEN'S DAY

[ADWEEK, MAR. 8 2018]

Starting today through the rest of the month, Budweiser will be honoring its female employees via a photo series on the brand's social channels. The women hold jobs from environmental safety and health management to mechanical engineering, spotlighting the unique jobs in the beer industry and what inspires the women photographed to brew Bud. "Being a female engineers in the beer industry is unique. It inspires me fiercely support other women in the same roles and I have made amazing friendships because of it," says one of the employees, Maura Quinn.

Alcohol Industry

BINGE DRINKING JUST ONCE A MONTH CAN MAKE YOU GAIN A CRAZY AMOUNT OF WEIGHT

[MEN'S HEALTH, MAR. 6 2018]

Men's Health has done the research on binge drinking and has found that binge drinking just one night a month for five years can pack more than 10 pounds onto your waistline. To get an idea of how many calories just one night of binge drinking will cost you, we used the National Institute on Alcohol Abuse and Alcoholism's alcohol calorie calculator which provides average calorie counts for an assortment of alcoholic beverages. Men's Health used the calculator to calculate the amount of calories in five beers and five hard-liquor shots. Beers – One 12-ounce serving of beer, on average, contains 153 calories. Five beers will set you back 765 calories. Shots – One 1.5-ounce shots of gin, rum, vodka, whiskey and/or tequila averages out to be 97 calories per shot, and five shots will do 485 calories worth of damage. Both scenarios offer enough empty calories to account for an additional meal, without any sort of nutritional value. So cheers to that!

THESE ARE AMERICA'S DRUNKEST STATES **[KING 5 NEWS, MAR. 8 2015]**

Excessive drinking can lead to a variety of health problems and significantly shorten a person's life. The habit claims nearly 90,000 lives each year, according to the Centers for Disease Control and Prevention. And those who die as a result of alcohol abuse do so 30 years prematurely, on average.

NORTH DAKOTA

Adults drinking excessively: 24.7%
Alcohol-related driving deaths: 46.7%
(the highest)
Adults in fair or poor health: 13.4%
(9th lowest)
Drunkest metro area: Fargo, ND-MN

TENNESSEE

Adults drinking excessively: 11.2%
Alcohol-related driving deaths: 28.0%
(11th lowest)
Adults in fair or poor health: 19.9%
(9th highest)
Drunkest metro area: Nashville-Davidson-Murfreesboro-Franklin

#2
WISCONSIN

#18
CONNECTICUT

#24
WASHINGTON

Alcohol Industry



CORONA ENTERS FLAVORED MALT BEVERAGE MARKET WITH 'REFRESCA'

[ADAGE, MAR. 8 2018]

MillerCoors and Anheuser Busch InBev are struggling to grow their biggest brands, but Constellation Brands is sailing along as Corona and Modelo keep outperforming Bud Light, Coors Light and Miller Lite. Now the marketer is trying to seize on its momentum with new drinks that blur the lines between liquor and beer: a flavored malt beverage version of Corona, a Svedka-branded premium spiked seltzer and a domestic premium beer flavored in bourbon barrels. Corona Refresca, which comes in guava lime and passionfruit lime flavors, will be marketed as a "premium spiked refresher" targeting women from 25 through 29 years old.



COCA COLA TO LAUNCH ITS FIRST ALCOHOLIC DRINK

[THE GUARDIAN, MAR. 7 2018]

Coca Cola is to produce the first alcoholic drink in its 132-year-history, with plans to launch an alcopop in Japan. The company said it would start making a version of "Chu-Hi" – canned sparkling flavored drinks that include a local spirit called shochu.

SNACKING

Be treatwise®
Enjoy a balanced diet



MAJOR CONFECTIONERS TO CROWDSOURCE IDEAS TO HELP FAMILIES SNACK RESPONSIBLY

[NEW FOOD MAGAZINE, MAR. 5 2018]

The British arms of three major confectioners have announced they are crowdsourcing ideas for measures the industry can take to help families snack more responsibly. Mondelez International, Ferrero UK and Mars Wrigley Confectionary UK announced last week they were coming together behind *Be treatwise*. In addition to the crowdsourcing, a redesigned *Be treatwise* label will start to appear on the packaging of certain products and marketing from the three companies, reminding people that these products are treats intended for occasional enjoyment.

BEAUTY ICON BOBBI BROWN'S NEWEST PROJECT: MEET THE WORLD'S MOST BEAUTIFUL BAR [FORBES, MAR. 7 2018]

Bobbi Brown has teamed up with superfood snack company, Health Warrior to create the "World's Most Beautiful Bar". The bar's packaging is highly appealing, and so is its mission: 100% of the profits go towards Girls Inc., an organization aimed at empowering girls to be strong, smart and bold. The limited-release bars will be available starting March 8th, in honor of International Women's Day.



SNACKING



RXBAR SPREADS ITS PRESENCE INTO THE NUT BUTTER CATEGORY

[FOOD DIVE, MAR. 8 2018]

RXBAR is introducing a nut butter spread lineup this spring, the company's first product expansion since it was acquired by Kellogg for \$600 million last fall. RXBAR has successfully entrenched itself in the growing snacking space, targeting health-conscious, clean-label and on-the-go consumers. RX Nut Butters will further solidify this positioning.



ONE BRANDS UNVEILS NEW RANGE OF NATURALLY SWEETENED PROTEIN BARS

[FOOD BEV, MAR. 8 2018]

One Brands has introduced a new range of high-protein snack bars called One Basix Bars, which are naturally sweetened and gluten-free. One Basix bars utilize stevia and chocolate chunks for flavor and contain no artificial flavors or preservatives. Each bar contains 20g of protein and 1g of sugar, the same figures as the brand's One Bars.

SNACKING

NATURAL PRODUCTS EXPO WEST 2018 OPENS WITH ANNOUNCEMENT OF 10 TRENDS GIVING RISE TO INNOVATION IN FOOD & CONSUMER PRODUCTS

[PR NEWSWIRE, MAR. 7 2018]

Natural Products Expo West is the leading show for tracking the trends that drive innovation in food and consumer products with more than 3,500 exhibiting companies, including more than 600 brands making their Expo West debut.

The following 10 trends are ones to watch:



1. Environmental Expectations: Having an environmental statement is no longer enough. Companies in-tune with eco-conscious consumers have an environmental purpose with measurable actions that are crucial elements of their brand storyline

2. Stress and Sleep Solutions: Brands are getting smarter by promoting products that encourage wakeful calm and relaxation during the day, and deep uninterrupted sleep at night via adaptogenic herbs, minerals and more

3. The World Traveler: Globally inspired foods are booming. And behind the businesses making them are founders with stories and personal connections to their products that emanate a sense of authenticity that consumers pick up on

4. Plant-Based for All: The recent surge in high-quality meat and dairy alternatives continues as natural brands innovate with convincing swaps for yogurt, cheese, ice cream and burgers made with healthier nuts, legumes, vegetables and grains

5. Waste Not: Food businesses have the unique opportunity to both reduce landfill-bound waste and create cool new offerings by utilizing byproducts as ingredients in their finished products

6. Tribal Evolution: Followers of the paleo diet have been some of the most vocal proponents on social media—one search on Pinterest and you'll find inventive caveman-approved recipes such as coconut "breaded" chicken and dairy-free quiches

7. Buzz for CBD: The many health-promoting properties of cannabidiol, or CBD, has put this ingredient on everyone's radar.

8. Accelerating Success: Incubators and accelerators that assist startups by offering office space, training, connections, mentorship, community kitchens and sometimes funds are a driving force behind some of the most innovative new brands.

9. Regeneration: Doing no harm is an imperative, but healing the harm that's already been done to the earth is among the richest opportunities for agriculture and the food industry.

10. Have it Your Way: Products that tell a story and deeply connect and empower consumers are gaining traction.