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How We Work

What We Identify

Observations

Millennials

Gen Xers

Boomers/Matures

Latino

Trends

Macrotrends

How We Translate

BOOMERS/MATURES

OBSERVATION

Red wine benefits sans hangover, courtesy of Embodi

WHAT'S HAPPENING

- Red wine may cause a healthy buzz, but the hangover is totally not cool. That's where Embodi comes in. The juice drink promises all the health benefits of red wine in a booze-free format.
- Embodi works because it's made from the same raw ingredients as its boozy cousin: grape juice and red wine grape pomace extract, which comes from the skins, seeds and stems of grapes. Unlike wine, Embodi isn't fermented, meaning no alcohol.
- Like red wine, Embodi claims to increase longevity, improve cardiovascular protection and decrease cancer risks. How? It's chock full of polyphenols, resveratrol and antioxidants, the naturally occurring ingredients that give wine its superpowers. Now if only we could get our buzz back...

WHAT THIS MEANS TO BUSINESS

- Consumers know there's more to food and drink than just feeling full. With health and functionality as top concerns, consumers are turning to consumables that help keep their bodies running at peak performance. The key: backing up the claims with proof. If consumers don't buy what companies claim, they won't buy the product.

RESOURCES

Embodi is available at Whole Foods Markets.

GENERATIONS

General Market:

Millennials

Millennials - Post-High School

Gen Xers



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Values

health

prevention

performance

empowerment

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