

ULTRA-PROCESSED UPDATE: TRACKING SHIFTING CONSUMER ATTITUDES



Date and Time:

Wednesday, June 17, from 2:00 p.m.- 3:00 p.m. Eastern Time
(1:00 p.m.-2:00 p.m. CT, 12:00 p.m.-1:00 p.m. MT, 11:00 p.m.- 12:00 p.m. PT)

Overview:

At this year's Annual Conference, we revealed some surprising, even shocking, data on consumers' views of ultra-processed foods, like the fact that 12% of Gen Z thinks that apples are ultra-processed. In this session, Menu Matters' Vice President Mike Kostyo will unveil the follow-up research that dives deeper into these ever-changing attitudes around UPFs and how the refrigerated foods industry can support their needs. What makes a food ultra-processed in the consumers' mind? Where are they getting their information on UPFs and regulations? Is it changing how they are shopping and eating? Which processing options do consumers fear the most? Would they trust government regulation and labeling? And, more importantly, how do views on UPFs impact the food industry as a whole when it comes to trust and loyalty? You'll leave with a clearer picture of the consumer mindset around UPFs at a critical juncture in discussions and future actions.

Presenter:

Mike Kostyo, Vice President, Menu Matters

Mike Kostyo has been a leading voice in food industry trends and insights for over a decade, known for digging through the messy information landscape to uncover unique insights that help brands think differently. Viewing food through a human-first, anthropological lens—shaped by his master's degree in gastronomy—Mike brings depth and expertise to industry research and analysis. He excels at collaborative problem-solving with clients, bringing high energy, humor and a personal touch to every project.

His cross-disciplinary background, ranging from magazine journalism to advertising to political communications, allows him to communicate complex trends and ideas with clarity and impact, earning him coverage in the *New York Times*, a featured profile on *Huffington Post* (“This Food Trendologist Knows What We’ll Be Eating Before Anyone Else”), on *NBC Nightly News*, as a recurring guest on *Fusion TV’s The AV Club Show*, and even as a judge on *Food Network’s Eating America*. He is also a sought-after speaker who has presented to over a hundred industry events on topics like innovation and AI, as well as his still-talked-about “How to Be Weird” presentation.

Based in Chicago, Kostyo is also a freelance writer who regularly contributes to food industry publications. In addition to his gastronomy degree from Boston University, he has certificates in the culinary arts, baking arts, wine, and artisan cheese production and he proudly serves on the advisory committee for the Arkansas Food Innovation Center at the Market Center of the Ozarks.

How does the webcast work?

It's easy and convenient! It is a virtual seminar that you can "attend" and participate in right from your office. Webcasts are provided at **NO COST** to RFA members!

The RFA webcast will include live audio along with a slide presentation on the web. You just need a phone connection for the audio and an Internet connection.

To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

**Register now for this live, interactive Webcast
that you can join from your office!**

How to attend this meeting?

To register to attend the meeting, just send an email to Meg at meg@refrigeratedfoods.org.

Once you have registered for the meeting, you will receive an email message inviting you to attend the webcast with instructions on how to attend. This message will provide the information that you need to join the meeting.

Register now!

Registration should be received no later than June 15, 2026. Confirmations will not be sent until you are successfully registered.

If you have questions about the meeting, please contact the RFA Office at info@refrigeratedfoods.org.

RFA WEBCAST

Registration Form

“Ultra-Processed Update: Tracking Shifting Consumer Attitudes”

Presenter: Mike Kostyo, Menu Matters

**June 17, 2026
2:00 - 3:00 p.m. ET**

Registration Information

The cost for this event is as follows:

RFA Members:

NO CHARGE FOR MEMBERS

Non-Members:

\$310 per computer/audio connection

Registration: To register, please fill out the information below and return it to the RFA office. Non-members, please submit this form along with your payment. Checks must be made payable to “Refrigerated Foods Association.” Forms should be received by **June 15, 2026**, to guarantee your registration.

Once you have registered for the meeting, you will receive an e-mail message inviting you to attend the web conference with instructions on how to attend.

Cancellation: No refunds will be made; however, participants who are already registered may be substituted by another company employee.

WEBCAST REGISTRATION FORM

Refrigerated Foods Association

3823 Roswell Road • Suite 208 • Marietta, GA 30062
Phone: (678) 426-8175 • E-mail: info@refrigeratedfoods.org

Contact: _____ Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Amount Enclosed (Non-Members Only): _____

ACH: Bank Routing # (ABA) – 021052053 Account # 53374959

Card Type: VISA AMEX DISCOVER MASTERCARD

Card #: _____

Expiration: _____ Card security code: _____

Signature: _____ Print Name: _____

Billing Information for credit card if different from above:

Address: _____

City/State/Zip: _____