

# The Wellness Report— Spring 2017



THE DUPUIS LANGEN GROUP  
SOLUTIONS WITH CLARITY

## The Sobriety Movement in 2017



In the past, if someone said they were "sober," it usually meant they were a recovering alcoholic. But over the past few years, a shift has started to occur. We've seen Americans put more focus on health, and the next frontier is our drinking habits.<sup>1</sup>

This movement is nothing new. Why Sobriety? Because some of us cannot drink alcohol without threatening our health, sanity, emotional well-being, relationships, jobs, homes, and even our lives. For some of us, there is no such thing as 'one drink'; once we start, we lose control over how much we drink, and what happens to us when we are drinking.<sup>2</sup>



Several years ago, Chris Raine, a young Brisbane professional working in advertising, was asked to come up with a proposal for a youth-oriented campaign against binge drinking. After pitching a few ideas, he was disheartened to realize that none of them would have any effect on changing his own drinking behavior. He wondered what it might be like to spend time in what he calls "that vast unknown land of sobriety."

Credit: The New Yorker  
(<http://www.newyorker.com/culture/culture-desk/experiments-in-sobriety>)



Raine, who had long been interested in social change (he recently completed his M.B.A. at Oxford's Skoll Center for Social Entrepreneurship), had found his calling. He incorporated H.S.M. as a charity in 2010, and it soon attracted funding from the Australian government and corporate sponsors like Vodafone.

The core demographic is young professionals in their mid-twenties to mid-forties—people who have been drinking for long enough to be aware of the often negative impact of alcohol and post-drinking recovery on their lives. For many, the promise of increased productivity is the most appealing aspect of joining.

This year, we'll see the availability and variety of nonalcoholic options expand even further. Along with that, we can expect our choices to become more intentional and better integrated with our long-term dreams and goals.<sup>1</sup>

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Source:

<sup>1</sup><http://www.mindbodygreen.com/0-27900/11-wellness-trends-to-watch-in-2017.html>

<sup>2</sup><https://newsobrietymovement.wordpress.com/>

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## Eat your vegetables!

The focus on health has also resulted in changes in consumer diets, facilitating the rise of vegetarianism and veganism. Flexitarianism, referring to the occasional consumption of plant-based foods, is also increasingly popular as consumers turn to animal-free diets.

According to the Mintel Global Food and Drink Trends 2017 report, there was a 257 percent increase in the number of vegan food and beverage launches in 2016, compared to 5 years ago.

The report also predicted that the preference for plants will lead to more vegetable-centric dining options, from more vegetable-based fast-casual food chains to vegetable-inspired sit-down restaurants.

Another innovation originating from the clean and green trend will be the rise of the vegetable butcher, Baum + Whiteman stated. From vegetable-based salami to imitation barbecue ribs, plant-based charcuterie is increasingly gaining ground among consumers due largely to health and environmental reasons.

Credit: <http://www.cnn.com/2016/12/30/trends-for-2017-show-wellness-and-foods-link-to-grow.html>



## Some Vegan Dishes in the Spotlight This Year



**Tofu in Piri-Piri Sauce:** Tofu in African bird's eye chilis blended with spices, lemons, onion, and garlic

**Kare-Kare: Filipino 'Oxtail' Stew** (meat-free mushrooms in fermented black bean garlic sauce)

**Bunny Chow:** South African Curry in a Bread Bowl



TO SEE MORE:

<http://www.onegreenplanet.org/vegan-food/vegan-recipes-featuring-the-biggest-global-flavors/>



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