

# Blended ingredient solutions for winning on-trend products



## Future shopping list

MORE PLANT-BASED

LESS SUGAR & CALORIES

LABEL FRIENDLY INGREDIENTS

PROTEIN & FIBER RICH

HEALTHIER FOR ME

etc. etc. etc. etc.

## Consumer needs to food and beverage products are rapidly changing and are becoming ever more interlinked.

The world of development today is not just about considering clean label ingredients, Plant-based formulation or sugar reduction, but actually a combination of, or even all of the above. Plus, let's not forget that the product also needs to deliver an innovative and satisfying sensory experience.

However, as with any reformulation, taking out functional ingredients like sugar, fat or animal-based ingredients poses a number of challenges.

To be successful when considering such combinations, it's crucial to identify the innovation sweet spots within your category. By using the right ingredient solutions you are then able to overcome the formulation hurdles that they present, without disrupting existing manufacturing processes.

### APPLICATIONS

- Bakery & Snacks
- Beverages
- Confectionery
- Culinary & Meat
- Dairy & Ice cream

## SPOTLIGHT ON

**INFUSE**  
by Cargill™



Given today's complex formulation challenges, the days of solving problems with a single ingredient are gone. However, with INFUSE by Cargill™, we can offer customers the ease of a blended solution that can help speed up their development cycles and launch innovative products faster to market.



## Meet INFUSE by Cargill™, the new service offering model from Cargill Starches, Sweeteners & Texturizers Europe.

Operating at the crux of innovation and reformulation, we understand the challenges when removing functional ingredients such as sugar or animal-based ingredients. Leveraging our broad Cargill ingredient portfolio combined with our formulation and technical expertise, we deliver a blended solution, tailored to your needs.

### Three pillars serve as the foundation for Cargill's customer focus in Europe:



An unwavering attention to providing on-trend solutions.

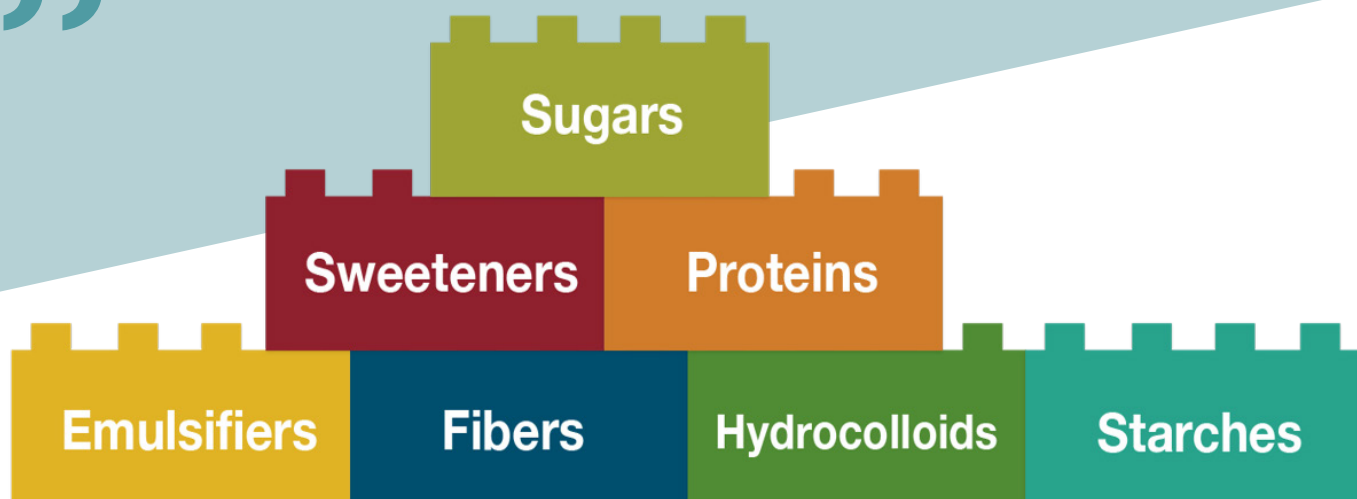


A commitment to speed to market.



Access to deep technical expertise to help create tailored ingredient blends.

Customers in Europe have been using Cargill's functional systems for more than 40 years to achieve custom texturizing ingredient blends. INFUSE by Cargill™ builds on that solid foundation, by adding sweetness and other specialty ingredients such as proteins and fibers, to address a broader array of customer formulation challenges.



## NUTRITIONAL BALANCE

**Consumers nowadays are taking a much more a holistic approach to nutrition and as such are rebalancing avoidance behavior and seeking of ingredients.**

While in the past avoidance was clearly driving consumers to scrutinize labels, i.e. to avoid sugar or salt, we now see that more and more consumers also look at the ingredients list to identify more beneficial ingredients.

Our IngredienTracker™ research shows us that although a majority of consumers (59%) are checking labels to avoid certain ingredients, almost half of them are seeking certain ingredients. And that seeking piece has grown by

6 pts since 2019, while the avoidance number remains constant. So, not only are people continuing to avoid ingredients they perceive as unhealthy, there is also a growing awareness that certain ingredients can bring real health benefits.



### Explore some of our building blocks for your product development

Ingredient blend	Declaration	Benefit	Positioning			Sub applications
			Plant-based formulation	Nutritional enhancement	Label-friendly	
<b>Trilisse® QSR 905</b>	Soluble corn fiber, Waxy maize starch, Erythritol, Hydrolyzed pea protein, Fava protein, Citrus fiber, Pectin, Stevia, Sucralose	<ul style="list-style-type: none"> <li>Balanced recipe – enabling Nutri-score C rating in juice-based smoothies:               <ul style="list-style-type: none"> <li>o Energy reduced</li> <li>o Low in sugar</li> <li>o High in protein</li> <li>o Source of fiber</li> </ul> </li> <li>Great taste &amp; mouthfeel</li> <li>Does not require allergen declaration</li> </ul>	YES	YES	NO	• Beverages
<b>Trilisse® 507</b>	Polydextrose, Erythritol, Sucralose	<ul style="list-style-type: none"> <li>Balanced recipe – enabling Nutri-score A rating in ice cream:               <ul style="list-style-type: none"> <li>o No added sugar</li> <li>o 20% sugar reduction*</li> </ul> </li> <li>Indulgent mouthfeel</li> </ul>	YES	YES	NO	• Ice cream
<b>Trilisse® GSR 3068</b>	Pregelatinized waxy maize and Maize starch, Chicory root fiber	<ul style="list-style-type: none"> <li>Balanced recipe – enabling Nutri-score C rating in muffins:               <ul style="list-style-type: none"> <li>o 20% calorie reduction*</li> <li>o Source of fiber</li> </ul> </li> <li>Good crumb structure and texture</li> </ul>	YES	YES	YES	• Sweet bakery

\* versus control recipe

## PLANT-BASED FORMULATION



**In Europe, 55% of consumers said they increasingly incorporated plant ingredients in their diet in 2020. In Spain, this number even reached 71%.**

*Innova, Lifestyle & Wellness Survey, 2020*

**Talking about ingredients consumers are seeking, there is one we simply can't miss. This is plants.**

Consumers have been increasing their plant intake for many years, and plant-based eating has now moved into the mainstream. It not only appeals to vegan or vegetarian consumers, it also spreads to a much broader audience: the so-called flexitarians who are not strictly vegan or vegetarian but simply want to reduce their animal intake and include more plants in their diet.

There are multiple reasons leading EMEA consumers opt for plant-based or vegan food and beverages. Health remains the number one driver, with 61% choosing plant-based to promote health and 57% to help prevent disease. As trends converge, a better treatment of animals and environmental reasons also grow in importance for consumers.

Taste, cost and clean eating are three other critical factors for consumers when choosing plant-based and represent some serious challenges to a better adoption of plant-based food and beverages. The expectation for manufacturers is to provide tasty, affordable and label-friendly plant-based and vegan options.



## Explore some of our building blocks for your product development

Ingredient blend	Declaration	Benefit	Positioning			Sub applications
			Plant-based formulation	Nutritional enhancement	Label-friendly	
<b>Flanogen® REM 2760</b>	Thickeners (Carrageenan, Konjac gum, Xanthan gum), Citrus fiber, Potato starch	<ul style="list-style-type: none"> <li>• Suitable for vegans and vegetarians</li> <li>• Requires no allergen declaration</li> <li>• Great taste and overall eating experience</li> <li>• Authentic meaty texture, easy to slice and firm bite</li> <li>• Balanced nutritionals</li> </ul>	YES	YES	NO	<ul style="list-style-type: none"> <li>• Meat Alternatives cold cuts</li> </ul>
<b>Lygomme® PM 600</b>	Citrus pectin, hydrolyzed pea protein	<ul style="list-style-type: none"> <li>• Suitable for vegans and vegetarians</li> <li>• Requires no allergen declaration</li> <li>• Gelatin replacement</li> <li>• Nice soft chewy texture</li> <li>• Fruity flavor release</li> <li>• No impact on manufacturing processes</li> </ul>	YES	NO	YES	<ul style="list-style-type: none"> <li>• Gummies/ Jellies/ Chews</li> <li>• Marshmallows</li> </ul>
<b>Trilisse® GPB 1001</b>	Hydrolyzed wheat protein, vital wheat gluten, native tapioca starch & citrus fiber	<ul style="list-style-type: none"> <li>• Suitable for vegans and vegetarians</li> <li>• Label-friendly ingredients, requiring no E-number declaration</li> <li>• Open crumb structure</li> <li>• Balanced nutritionals</li> </ul>	YES	YES	YES	<ul style="list-style-type: none"> <li>• Sweet bakery</li> </ul>

## LABEL-FRIENDLY INGREDIENTS



**7 in 10 consumers are looking for recognizable ingredients.**

*Cargill IngredientTracker™ EMEA, 2021 vs 2019*

**We have observed this clean eating trend for many years, and consumers' desire for minimally processed, more natural foods continues to grow.**

In the quest for cleaner eating, consumers are turning to ingredients and scrutinizing labels.

Our recent IngredientTracker™ proprietary research shows that 65% of EMEA consumers are extremely/very likely to check the ingredients list when buying food and beverages, and that has grown by 2 pts since 2019.

Consumers are looking for recognizable ingredients. That's true for 7 in 10 consumers in EMEA. 64% also avoid artificial ingredients and almost the same number also prefer food and beverages with fewer ingredients on the labels.

## Explore some of our building blocks for your product development

Ingredient blend	Declaration	Benefit	Positioning			Sub applications
			Plant-based formulation	Nutritional enhancement	Label-friendly	
<b>Trilisse® FM 1221</b>	Citrus fiber, Soy lecithin, Chicory root fiber	<ul style="list-style-type: none"> <li>• Requires only 1 E-number declaration</li> <li>• Ingredients with positive consumer perception</li> <li>• Great indulgent mouthfeel</li> <li>• Excellent process performance for bulk ice cream</li> <li>• Good melting time</li> </ul>	YES	YES	YES	• Ice cream
<b>Trilisse® FZ 675</b>	Citrus fiber, Hydrolyzed pea protein, Chicory root fiber	<ul style="list-style-type: none"> <li>• Requires no E-numbers declaration</li> <li>• Label-friendly, plant-based ingredients</li> <li>• Freshness and good fruity flavor release</li> <li>• Good overrun capacity, delivering pleasant, soft texture</li> </ul>	YES	YES	YES	• Sorbets
<b>Trilisse® AYS 0688</b>	Maize starch, Pectin	<ul style="list-style-type: none"> <li>• Requires only 1 E-number declaration</li> <li>• Label-friendly, plant-based ingredients</li> <li>• Process resistant, suitable for a standard yogurt process</li> </ul>	YES	NO	YES	• Yoghurt







Let's discuss how INFUSE by Cargill™  
can enable the success of your next  
product launch.

Time to get INFUSED

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