

Scoop a taste of what's to come...

Inside
tomorrow's
ice cream
trends



These are dynamic times within the ice cream industry, as a growing number of consumers seek out multi-sensorial experiences. But certain preferences are not going anywhere – they're just being looked at in a fresh way.

Meeting these trends requires a co-creation partner. That's why Cargill's Food Solutions develops solutions for your ice cream success that are tailored to the evolving needs of your consumers.

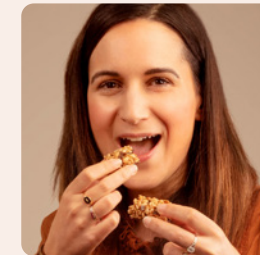
To discuss today's marketplace, we assembled a team of experts to go inside to outline what's happening and why our portfolio & expertise will guide your innovation journey.



Mara Llanera
Marketing Manager,
Chocolate
Confectionery
and Ice Cream



Anne Mertens-Hoyng
Category Director
for Chocolate
Confectionery
and Ice Cream



Clémence Leotard
Sensory & Consumer
Experience Designer



Matthieu Rouvillain
Ice cream category
R&D champion

Mara, which trends are driving development within the ice cream space now?

ML: Even though recent growth in ice cream has been relatively modest, it's a large and quite active marketplace in terms of innovation.

The rise of global influences, including social media is resulting in more experimentation with flavors & textures. We're seeing more and more tropical & fruity flavors, and even more savory flavors coming into the equation as consumers seek out elevated experiences.

The next big trend that we see driving innovation today is sustainability. We see that there's quite a lot of different

products coming out with claims suggesting that they are "good for me, good for the planet," and presented in more sustainable packaging. Furthermore, there's a growing role for plant-based or vegan related claims.

While it's not a new theme in ice cream, and still small in the market, there's much more experimentation happening in terms of water-based ice creams and sorbets nowadays.

In short, there are a lot of innovations happening right now – it's an exciting time in this sector.





Clémence, how important is sensory when it comes to ice cream trends?

CL: Sensory is key in the ice cream space. There is a trend towards “elevated experiences,” and through that you are mixing a bit of the texture element, and also a lot of flavors. But we really need to gain a deeper understanding of what this all means for consumers so that our customers can respond.

Cargill has a long tradition in the use of our ingredients, but now, we are busy in building that knowledge in category applications too. So, we are currently conducting research into the ice cream category to really understand the drivers of liking among consumers in certain areas under the bespoke program:

Cargill™ HEARTBEAT – a bridge between science, consumer emotions, and product preferences. It’s all about understanding how to use our ingredients to satisfy consumer needs and the motivations behind them.

Here, we are starting with the basics, after all they are key for us to be able to reach the next level. So, for example, we are now looking into vanilla flavored ice creams in Europe. We want to understand the market dynamics and the drivers of liking, but we’re also exploring the vegan and plant-based world in that sense, which is linked to the market trend towards sustainability.

The vanilla study is the first foundational study. But moving forward we will broaden our scope and categories.

Anne, what has been behind the shift in Cargill's strategy around ice cream?

AMH: For our three “Indulgence” categories of Ice Cream, Chocolate Confectionery, and Bakery, we have been joining forces with all the ingredients that go into those different products, so that we can come up with real solutions for our customers.

Right now, we're looking from a category perspective in terms of what the needs of our customers are. We're bringing in our ingredients specialization to provide the best solutions which can range from single ingredients to more advanced solutions. Then you can start combining your ingredients too; whether functional systems in the ice

cream body, or the oils & fats and cocoa & chocolate for the coating. So, if you go for a more sustainable solution, we have options for coatings and a vegan ice cream, for example.

All of this is done through a customer category lens. Then you could also look deeper into the trends. This is where our ingredients can be combined to give a good solution for our customers, including sustainability, and label friendliness.

How have customers experienced this shift in our co-creation model?

AMH: Most other suppliers only sell a single component of the ice cream – we offer the whole combination in one full solution: from ingredients to intermediate solutions. Whether it's

the ice cream body, the coating, the cone, the decorations, the inclusions, the customer can get it all from us.

You may have a customer with the desire to innovate with a new water-based fruit sauce, for example, and they may only want a small volume rather than investing in a new factory immediately. In that case, they'll come to us for a solution. Furthermore, we can hold their hand throughout the whole process, from product development through to upscaling. Customers really see the value of this approach and are happy that we are going in this direction.



Matthieu, how are we combining the different elements of our portfolio to help customers overcome the challenges they face?

MR: At Cargill, it is our priority to bring new solutions to the market, that are on-trend. We need to tackle sustainability, indulgence, efficiency, and label friendliness. When we think about how we can help our customers meet today's trends, it could be about delivering snacking solutions, indulgent textures, optimizing nutrition, and sustainability. Fortunately, as mentioned, we really have the right solutions to help customers overcome the challenges they face.

This enables us to partner with our customers throughout their innovation cycle. We are bringing market insights, partnering with chefs, and offering sensory evaluations on products.

Furthermore, we can help them with upscaling. It's about being a real partner throughout the process.



Do you have any examples of how this approach works in practice?

MR: A good example is our answer to today's high cocoa prices. Here we are developing a full range of solutions; from chocolate to coatings. It's really about balancing the sensory aspects, denominations, and costs. So then by proposing different solutions, our customers will be able to find their sweet spot.

Another example is sugar reduction. Instead of having on-product claims, our customers want to silently reformulate their products. We can help to achieve the right combinations throughout their entire ice cream formulation by rebalancing both the white mass and the coating.

Anne, one of Cargill's biggest recent innovations is the Indulgence Redefined confectionery alternative to chocolate. How does this product perform in ice cream?

AMH: Our confectionery alternative to chocolate was achieved in a shared agreement with Voyage Foods, which owns the intellectual property for this product. But if you were to take the ice cream application for this ingredient, that's where Cargill comes in through our fats application knowledge. Here we see that the fats in the coating (coconut oil) to deliver the snap and the shine is essential. Together we provide that solution, in order to mimic chocolate as closely as possible.

It's an exceptionally more sustainable product in terms of lower land use, water use, and carbon footprint when compared to chocolate. That more sustainable angle is something that we can enhance by developing a vegan ice cream solution, for example, where milk in the ice cream body is replaced with plant-based options.

What does the future hold for the ice cream sector and how can Cargill to help manufacturers in meeting these evolving needs?

ML: The ice cream category is continuously evolving. There's a lot of growth, movement, and exciting innovations coming through. As Cargill, we need to keep listening

to the market to ensure that we are following the trends and appealing to consumer wishes. Our Indulgence Redefined range is a very good example of this – it's very much tied into what is happening in the market.

AMH: It's really the speed of bringing these innovations to market that is key. When you have all the ingredients at hand, you can react very quickly to these market changes. That is one of the reasons why we recently expanded our portfolio with water-based sauce solutions for ice creams, so that we can find the right solution for our customers. Stay tuned for plenty of innovation to come, so that we can scoop success together.





Mara Llanera

Mara is a seasoned marketing professional with over 15 years of expertise in strategy, brand building, and product development. Currently, she leads all marketing initiatives for the Chocolate Confectionery and Ice Cream categories within Cargill's Food Solutions Europe.



Clémence Leotard

Clémence is Sensory Consumer Experience Designer for Indulgence, with 15 years of experience in Sensory & Consumer Science for various FMCGs. Clémence is responsible in Cargill for proactively generating technical consumer insights, providing insights to customer facing teams and supporting communication to customers and critical new launches.



Anne Mertens-Hoyng

Anne is the Category Director for Chocolate Confectionery and Ice Cream at Cargill Food Solutions Europe. She started at Cargill as commercial trainee 25 years ago and has also held leading commercial positions at Tata Steel and Bunge.



Matthieu Rouvillain

Matthieu is Cargill's ice cream category R&D champion. He started at Cargill 10 years ago in R&D Chocolate and has previously also held R&D positions at Häagen-Dazs for 10 years. Matthieu is partnering with our customers to develop the ice creams of the future.



Co-creating
growth in



Let's scoop success together

**Join us in finding the right
solution to meet your needs and
let's co-create winning ice cream.**

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