



Wellness

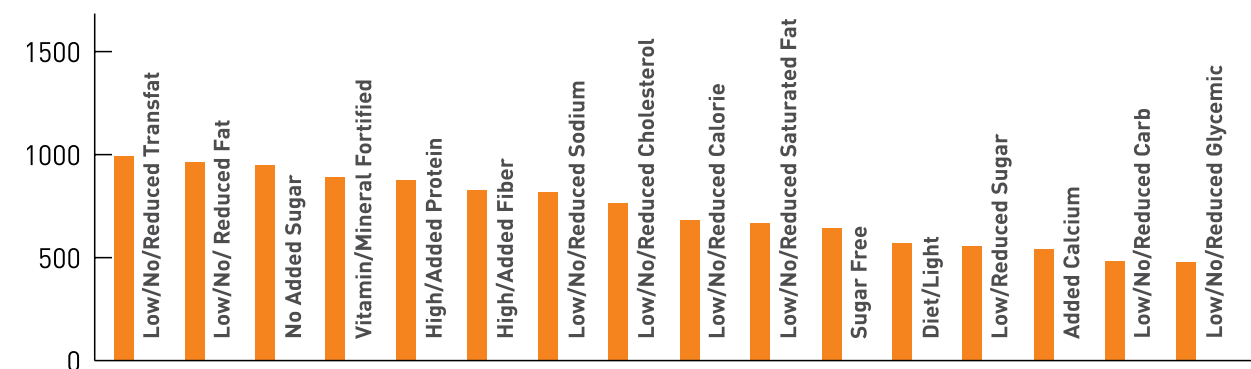


Wellness-minded consumers are driving product trends

Consumers have become increasingly aware of their health and wellness over the past several decades; many now believe that diet and exercise alone are no longer enough. Today, emotional and mental health has become nearly as important as physical health. Consumers now look to combine high-quality food that is real, fresh, and varied with exercise, sleep, and stabilizing mental practices to energize and strengthen their bodies.

Though consumers are taking a more holistic approach to wellness, food still plays a vital role. Over 40% of consumers experimented with a diet in the last 12 months.¹ In some cases, more progressive consumers even monitor the impact of specific foods on their bodies and metabolism. This awareness of the effects of diet on the body causes them to be more concerned about choosing the right kinds of protein, the right types of fat, and the right kinds of and amount of carbs. Food has to taste good and be of good nutritional value. Fortunately, food ingredient technology advancements have created more options than ever for these wellness-minded consumers.

Wellness Claims

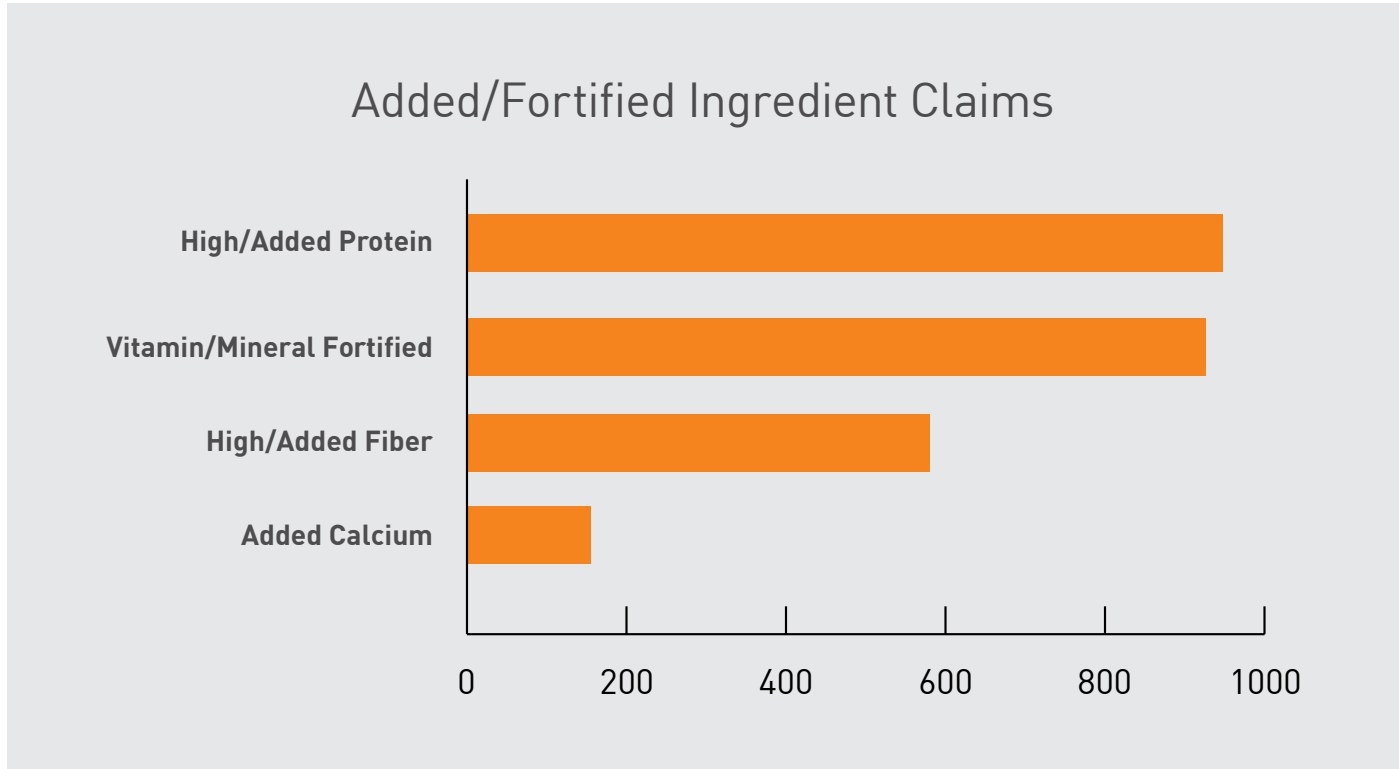


Number of new product introductions in Canada, featuring wellness claims between January 2018 and June 2020.³



Healthy Enhancement

An exciting part of today's Wellness trend is Healthy Enhancement. Healthy Enhancement refers to the addition of functional and nutritional ingredients to traditional favorite foods. To maintain a healthy diet, many consumers look for foods that are high in protein, high in fiber, and fortified with vitamins and minerals. However, there is a challenge to this trend. Products that are 'fortified' can carry the perception that they are synthetic or 'over-processed,' so it is important to choose ingredients that can maintain your clean label.



Number of new product launches in Canada, featuring added/fortified ingredient claims between January 2018 and June 2020.³

Protein

Protein enrichment has been an established trend for some time; however, the protein market is changing. More consumers are looking for a whole lifestyle approach to nutrition, seeking protein sources in everyday fare beyond traditional shakes & bars. At the same time, the trend towards plant-based eating has created significant interest in plant proteins. Though plant-based proteins have traditionally had a tricky time living up to their animal-based counterparts, advanced processing technologies have helped improve the taste, texture, and flavor of many plant-based options.

SUPPLIER	DESCRIPTION
Agropur	As North America's largest whey protein manufacturer, Agropur offers high quality whey-based ingredients for food, beverage and sports nutrition markets. These superior functional ingredients under the brand names BiPRO®, ISO Chill®, and BioZate® can add desirable benefits to any application, including high protein clear beverages.
AMCO	AMCO Proteins is a leading dairy protein manufacturer focused on powder-based solutions for the food, beverage and nutrition markets. Casein is the protein fraction precipitated by acidification of pasteurized skim milk. Ideal for bars, bakery, cereals, snacks and more, AMCO offers a variety of mesh sizes to suit your needs.
Cargill	Cargill's flexible, functional soy flours offer texture improvement, protein enhancement, viscosity, and gelling properties. Prolia™ defatted soy flour provides formulation options for flavorful, healthier versions of conventional food favorites. Prostanté® brand products are high-quality, textured soy flours that are available in a variety of shapes and sizes. Mimicking the look and fibrous structure of cooked meat, it may also be used to add protein and crunch to nutrition bars and snacks. Available with Identity Preserved.
Ingredients by Nature	Ingredients by Nature provides high quality green foods in addition to their wide range of natural specialty ingredients for food and nutraceuticals market. High in protein, these green foods – chiefly alfalfa, chlorella and spirulina – are available in both conventional and organic.
Innophos	Cranberry seed protein from Innophos is not only a good source of protein and fiber, but also desired proanthocyanidin antioxidants. Beautiful light red in color, cranberry seed powder will make a great addition to a wide range of food, beverage and nutraceutical applications.
Nitta Gelatin, VYSE Gelatin	For more than a century, Nitta Gelatin and Vyse Gelatin have been producing high quality gelatin and collagen products for various food and nutraceutical applications. Derived from bovine, porcine and marine sources, both gelatin and collagen can be tailored for a range of uses. In addition to their generic product offerings, their innovative gelatin XactSet™ can be used for cleaner starchless applications and rapid setting. Collagen peptides under Wellnex brand have been backed by science to support skin, bones, joint and muscle health.

Fiber

Claims of “High/Added Fiber” have leveled off from previous highs, but remain important to North American consumers.³ The various health benefits of fiber are significant drivers that keep dietary fiber marketing growing in North America even as the number of new product launches with fiber claims has leveled off.

SUPPLIER	DESCRIPTION
Cargill	Cargill is a fully integrated domestic producer and innovator of native and modified starches. Cargill's C*Actistar™ resistant starches contribute significantly to increasing the fiber content of food products without impacting flavor, texture, or processing parameters. Low water binding allows high inclusion levels with few formulation changes while maintaining a desirable finished texture in a wide variety of grain-based products.
The iidea Company	The iidea Company provides organic inulin and syrup produced from agave. Inulin is approved by the Health Canada as an ingredient to enhance the dietary fiber in food and it can be used to replace sugar, fat, and flour. Inulin has a minimal increasing impact on blood sugar and reduces the glycemic response.

Fiber (continued)

SUPPLIER	DESCRIPTION
Ingredients by Nature	Broad spectrum citrus fiber from Ingredients by Nature delivers clean label and health benefits to a wide range of food and nutraceutical applications. A blend of both soluble and insoluble fibers, citrus fiber is available individually or in a blend of citrus fruits like orange, lemon or grapefruit in both conventional and organic.
Interfiber	A range of insoluble dietary fibers from Interfiber – including cocoa fiber, oat fiber, and wheat fiber – improve nutrition for food and nutraceutical products, and also improve the texture, mouthfeel, and flavor. Available in various mesh sizes, all these products are non-GMO and gluten-free.
Tata NQ	Clinically proven novel prebiotic fibers come exclusively to Canada from Tata NQ, the nutritional ingredient and formulation provider from the house of Tata for the food, animal, and nutraceutical industries. Short chain fructo-oligosaccharides (FOS) under the brand name Fossence™ is a soluble prebiotic fiber made from fermentation of cane sugar. Backed by science for gut health and more, Fossence™ can also double as low-calorie sugar replacement with added benefits. Gossence™ galacto-oligosaccharide (GOS) is a soluble prebiotic fiber made from lactose using a patented bio fermentation process. Available in both liquid and powder form, these soluble prebiotics are backed by several scientific studies. With low glycemic index, they selectively enhance the beneficial bacteria in the gut for overall health wellness.
Primex	Primex, an Iceland-based global leader in manufacturing chitosan products, brings us natural high-quality dietary fiber chitosan in different grades and viscosities for various applications in food and nutraceuticals. Being a soluble dietary fiber, chitosan will contribute to three primary mechanisms in the human digestive tract – bulking, viscosity, and fermentation. In addition to being an effective fiber source, chitosan also helps to lower cholesterol due to its fat-binding properties and provides anti-microbial protection for extended shelf life.

Vitamins & Minerals

It is possible to get all the nutrients we need from a varied and nutritious diet; however, whether through circumstance or choice, not everyone will follow one. Fortification with minerals can add back nutrients that are lost through processing and can be a positive way to improve the nutritional profile of products.

SUPPLIER	DESCRIPTION
ICL	ICL offers a full range of phosphate products for food formulation to provide function and fortification. Phosphates are functional food ingredients that give food manufacturers the opportunity to enhance the nutritional value of their products through the addition of phosphorus, calcium, and potassium with phosphate salts.
Innophos	Triturated vitamins from Innophos available in various concentrations are a great addition to any food, beverage, or nutraceutical product. Triturated vitamins guarantee homogeneity and ease of scaling for fortification. Also featuring a vegan Vitamin D3 among others for all your needs.
Jungbunzlauer	Jungbunzlauer carries a complete line of functional minerals derived from citric acid, gluconic acid and lactic acid, including calcium lactate gluconate, potassium gluconate, tricalcium citrate, trimagnesium citrate, tripotassium citrate, zinc citrate and potassium lactate. These special salts offer high bioavailability, high solubility, and high mineral content with a clean and neutral taste in foods & beverages, as well as dietary supplements.
Zochem Inc	As the largest zinc oxide producer in North America, Zochem products can be used in a wide variety of applications including the food, animal and nutraceutical industries. Available in various grades, zinc oxide is a preferred mineral for its high purity and low cost.
Multiple	Univar Solutions has a wide portfolio of vitamins, minerals, and chelated minerals from a range of suppliers to suit your fortification needs. In addition to working with domestic suppliers, our dedicated Global Sourcing team is available to find credible suppliers to import vitamins, minerals, and other products to help you maintain an uninterrupted supply chain.



Superfoods

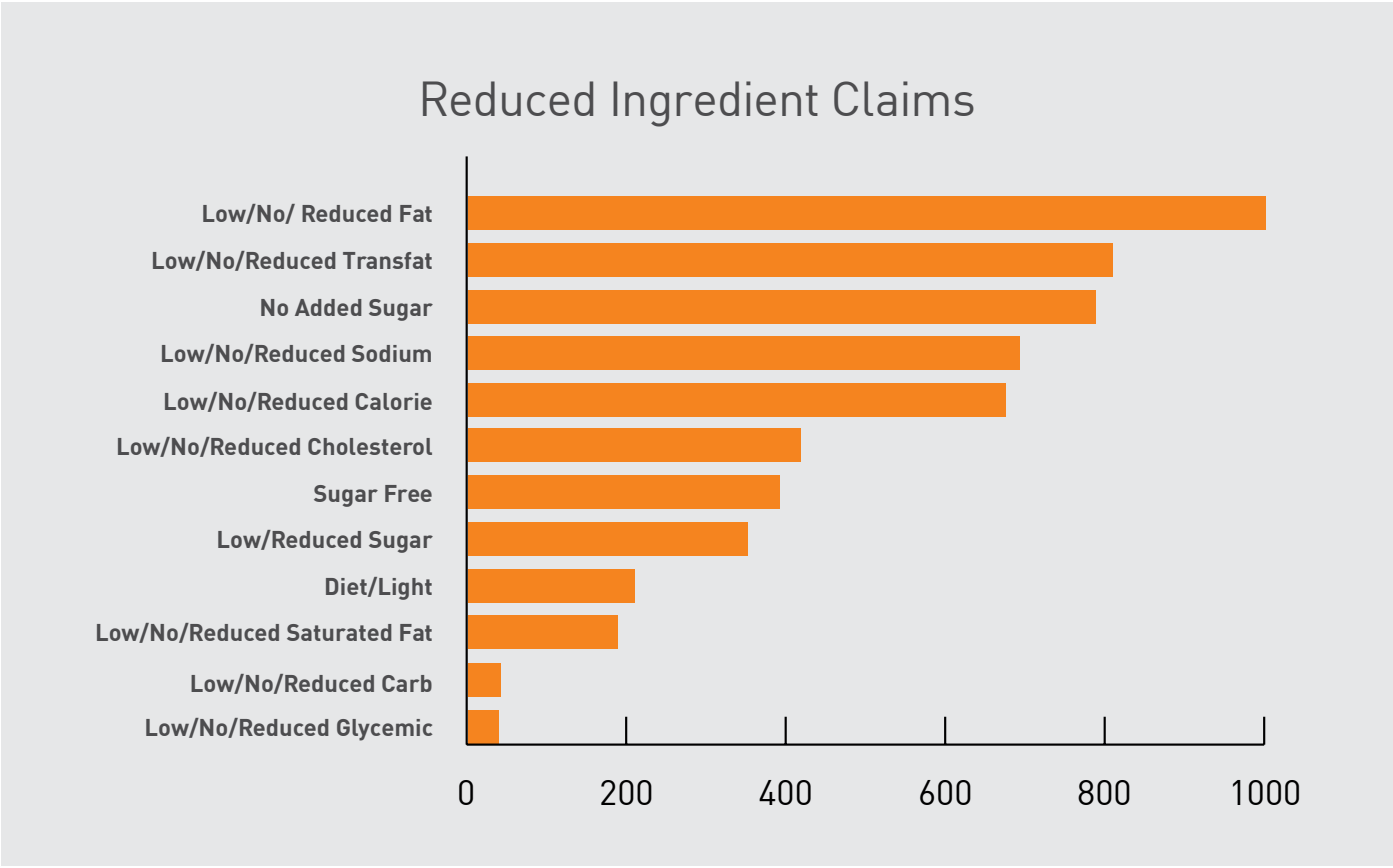
Rich in nutrients, superfoods can boost the nutritional density of any meal, snack, or beverage. The popularity of superfoods worldwide has increased significantly over recent years to meet growing consumer demand for healthier options.

SUPPLIER	DESCRIPTION
Algarrobos Organicos	Algarrobos Organicos provides superior quality Andean and Amazonian functional foods with high nutritional value. These organic and gluten free certified fruits, roots, and grain powders are a great addition to any product in the food, beverage, and nutraceutical sectors. These functional ingredients include camu camu fruit powder with natural vitamin C, raw and gelatinized maca powder, mesquite powder, purple corn powder, sacha inchi powder and quinoa powder among many others.
CAIF	Grown in Brazil and supplied by CAIF, acerola cherry powder with varied levels of natural vitamin C will make a great addition to any food or nutraceutical product. Available in both organic and conventional, acerola can contain anywhere from 17% to 32% natural vitamin C.
Ingredients by Nature	North American sourced grass powders from Ingredients by Nature include wheat grass, oat grass and barley grass. Available in both conventional and organic, these products are a good source of protein among other essential micronutrients. Perfect for a functional food product in the food, pet, or nutraceutical industry.
Innophos	Mycofusions® mushroom powders grown on deeply pigmented organic purple corn are a great superfood addition to any food or nutraceutical product. Supplied by Innophos, these multifunctional organic powders are rich in health-enhancing phytonutrients and antioxidants. Available as a blend or individually as Lion's mane, Agaricus, Chaga, Cordyceps, Reishi, Shiitake, and Maitake.



Healthy Reduction

Another noteworthy part of the Wellness trend is Healthy Reduction. Healthy Reduction refers to the removal or reduction of ingredients perceived as unhealthy. Many times, these ingredients must be replaced with other components to maintain the taste and texture consumers demand. Again, it is important to choose ingredients that help keep a clean label.



Number of new product launches in Canada, featuring reduced ingredient claims between January 2018 and June 2020.³

Fat

The number of new product launches in the fat reduction category is actually on the slight decline. For example, North American product launches that included fat claims were down 45% in 2019, from their peak in 2014, although fat claims remain the most common Wellness claim.³ However, this reduction comes from an incredibly high base suggesting that the demand for fat-reduced products isn’t waning.

SUPPLIER	DESCRIPTION
Cargill	Cargill is a leading developer, processor, and marketer of texturizers and stabilizing blends with unique functionalities. Developed by Cargill’s team of scientists and experts, CitriTex™ stabilizer blend allows up to 50% replacement of oil or fat in bakery products, while maintaining the taste and texture of a full-fat product, helping manufacturers optimize costs. The addition of maltodextrin such as Dry MD™ 01901 or Dry MD™ 01956 may also reduce fat and oil content in formulations, offering an opportunity to create lower fat products without affecting quality.
DuPont	DuPont Nutrition & Biosciences cellulose ethers, branded as Methocel™ and Wellence™, are water-soluble sustainable dietary fibers which can be used for binding and as a fat mimetic. In formed products such as vegetarian patties and plant-based meats, Methocel™ and Wellence™ provides shape retention, enhances juiciness by binding water, and increases yield. In bakery, they can help with egg or egg white replacement and provide structure for gluten free products.
Jungbunzlauer	Jungbunzlauer carries an extensive line of xanthan gums that can be used as a stabilizer, emulsifier, thickener, suspending agent, and bodying agent to meet all your product needs. Whether you are looking for high viscosity at low concentrations, freeze-thaw stability, excellent stability over a wide pH range, or a clear solution thickener, Jungbunzlauer’s high quality xanthan gums will deliver the results with a clean neutral flavor.
Palsgaard	Palsgaard is a world-renowned full-service emulsifier and stabilizer company, creating sustainably produced and sustainably sourced food ingredients. Polyglcerol polyricinoleate, otherwise known as PGPR in the confectionary industry, is the chocolate maker’s emulsifier of choice to control flow properties. Having the unique ability to reduce yield stress in chocolate and provide emulsion stability, this emulsifier is key to formulating low-fat spreads and emulsions.



Sugar

To reduce sugar intake, consumers have the options of sugar reduction and sugar substitution. With two in five US consumers using sweeteners "because they like sweet things but want to reduce calories, sugar-related label claims continue to grow." The top three categories for claims are soft drinks, dairy, and snacks. At the same time, there is steady growth in the use of non-nutritive sweeteners such as stevia and erythritol.²

SUPPLIER	DESCRIPTION
Cargill	Cargill is a leading developer, processor and marketer of food ingredients and systems providing sweet taste that replaces the function of sucrose in foods and beverages. Their available products include Zerose® erythritol, Truvia® stevia leaf extract, EverSweet® next-generation sweeteners, and more. Zerose® erythritol is a zero-calorie bulk sweetener that looks and tastes like sugar. Cargill's next-generation stevia sweetener EverSweet® is crafted with special yeast, delivering the very best of the stevia leaf with the same sweetness.
The iidea Company	The iidea Company provides organic inulin and syrup produced from agave. Organic agave syrup is a natural sweetener extracted from the agave plant known as "Blue Agave". It is an excellent alternative sweetener due to its exquisite taste and health properties.
Jungbunzlauer	Jungbunzlauer's sweetening systems – including erythritol, erythritol-stevia blends, and an erythritol-monk fruit blend – deliver on a number of today's dietary considerations such as natural sweetening, sugar reduction & replacement, low glycemic index, and tooth friendliness. Erylite® erythritol is a natural polyol with a clean sweet taste, zero glycemic index and a high digestive tolerance. Erylite® Stevia and Erylite® Monk-Fruit unites the properties and functions of Erylite® with the sweetening capacity of stevia plant extracts and monk fruit, respectively.
Import	Univar Solutions provides dependable and quality high intensity sweeteners for customers looking for cost effective sugar replacements. Our team has secured supply from qualified dependable food approved suppliers. Take the worry out of searching for quality sweeteners such as xylitol, aspartame, and acesulfame potassium (Ace-K).

Cholesterol

Cardiovascular disease is one of the most significant health challenges in Canada. Lowering low-density lipoprotein (LDL) cholesterol, or "bad" cholesterol, is one of the most important modifiable risk factors for heart attack.⁵ Phytosterols are naturally found in different types of food and can help decrease LDL cholesterol levels.⁶

SUPPLIER	DESCRIPTION
Cargill	Manufactured by Cargill, CoroWise® plant sterols are backed by several scientific studies and shown to significantly reduce "bad" LDL cholesterol. Available in powder, granulated and ester forms, these plant sterols are highly versatile, stable across a wide range of temperature and pH and can be used in various food, beverage, and nutraceutical applications.
Primex	Primex, an Iceland-based global leader in manufacturing chitosan products, brings us natural high-quality dietary fiber chitosan in different grades and viscosities for various applications in food and nutraceuticals. Being a soluble dietary fiber, chitosan will contribute to three primary mechanisms in the human digestive tract – bulking, viscosity, and fermentation. In addition to being an effective fiber source, chitosan also helps to lower cholesterol due to its fat-binding properties and provides anti-microbial protection for extended shelf life.

Sodium

Historically a target for reduction and reformulation, salt remains the most used ingredient in food & beverage new product launches. That could be about to change as WHO member states have agreed to reduce the global population's intake of salt by a relative 30% by 2025.

SUPPLIER	DESCRIPTION
Armand Products	Armand is the only potassium bicarbonate manufacturer in the United States, which means we can deliver our exceptional products faster and more reliably than other suppliers. Armand's potassium bicarbonate provides a sodium alternative for leavening and pH control.
ICL	ICL is a global manufacturer of products based on unique minerals. Phosphates is one such mineral and the second most abundant mineral in the body after calcium. It is also an effective solution to sodium reduction in several key applications, including meat, dairy, beverage and bakery products. With ICL's set of phosphates and phosphate blends, you can replace high sodium ingredients as well as maintain the desired texture and functionality. In addition to phosphates, ICL also manufactures a unique low sodium sea salt, Salona®, which allows formulators up to 50% replacement of sodium chloride and a full replacement of potassium chloride. Easy to use and incorporate as a 1:1 replacement, it delivers acceptable flavors in many applications and market.
Innophos	Innophos phosphates offer a wide range of solutions to reduce sodium in meats, baked goods as well as dairy products. Replacing the leavening agent in baked goods can be an ideal solution to reduce sodium while retaining taste and texture, an important consideration as nearly all the sodium in baked goods come from salt and traditional leavening agents. Lowering sodium levels in processed meats as well as cheese is also achievable through Innophos' polyphosphate blends while retaining both functionality and taste.
Jones Hamilton	Jones Hamilton Co. products are proudly manufactured in U.S.A. Jones Hamilton Co.'s specialty division offers pHase™ sodium bisulphate, a "natural" food acid with the unique ability to lower pH without generating a sour taste which enables a range of product benefits, including improved food safety, reduced time and temperature required for thermal processes, as well as sodium reduction by enhancing the flavor of salt. Perfect for sauces, dressings, soups, prepared meals, spreads and more.
Jungbunzlauer	Jungbunzlauer's glucono-delta-lactone and encapsulated glucono-delta-lactone are versatile acidulants for various food applications. They function as controlled release acidulant, mild acidulant, curing accelerator, leavening agents, chelating agents and preservative agent enhancer in bakery, dairy, fruit prep and soy products. Jungbunzlauer's sub4salt® is a patented mineral salt blend which helps reduce sodium without compromising taste. A 1:1 replacement of salt by sub4salt® allows sodium reduction up to 50% whilst achieving identical taste and functionality as salt in the finished product.
Morton Salt	Morton is one of the largest salt producers in the world, offering salts and sea salts manufactured by solar evaporation and available in different granular sizes. Salts provide several functionalities that are critical to the development of food and beverage products including flavor enhancement, texture building, and preservation. Morton's product offering includes reduced sodium and sodium-free options.

Sources

1. The Hartman Group
2. Innova Market Insights
3. Mintel
4. Euromonitor
5. Amgen Canada
6. Health Canada





The information contained herein can be changed without notice and you should contact the manufacturer to confirm. Read and follow the Product Label & Safety Data Sheet ("SDS") for your health. All information is based on data obtained from the manufacturer or other recognized technical sources. Univar Solutions Inc. and its affiliates ("Univar") provides this information "as is" and makes no representation or warranty, express, or implied, concerning the accuracy or sufficiency of the information and disclaims all implied warranties. Univar is not liable for any damages resulting from the use or non-use of the information and each Univar affiliate is responsible for its own actions. All transactions involving this Product(s) are subject to Univar's standard Terms and Conditions, available at univarsolutions.com or upon request.

© 2020 Univar Solutions Inc. All rights reserved. Univar, the collaboration insignia, and other identified trademarks are the property of Univar Solutions Inc. or affiliated companies. All other trademarks not owned by Univar Solutions Inc. or affiliated companies that appear in this material are the property of their respective owners. PC-CAN-FI-0009V-0820