



Wellness

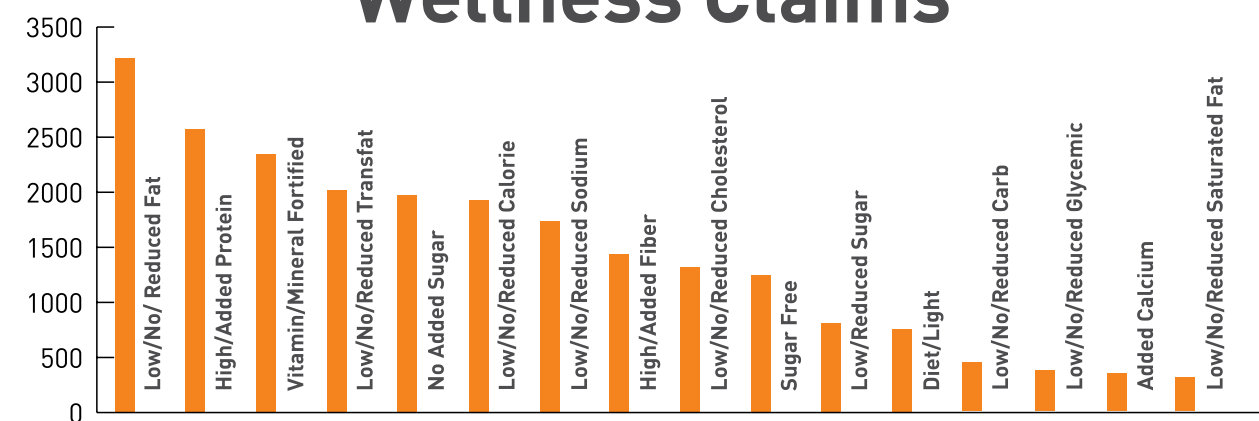


Wellness-minded consumers are driving product trends

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

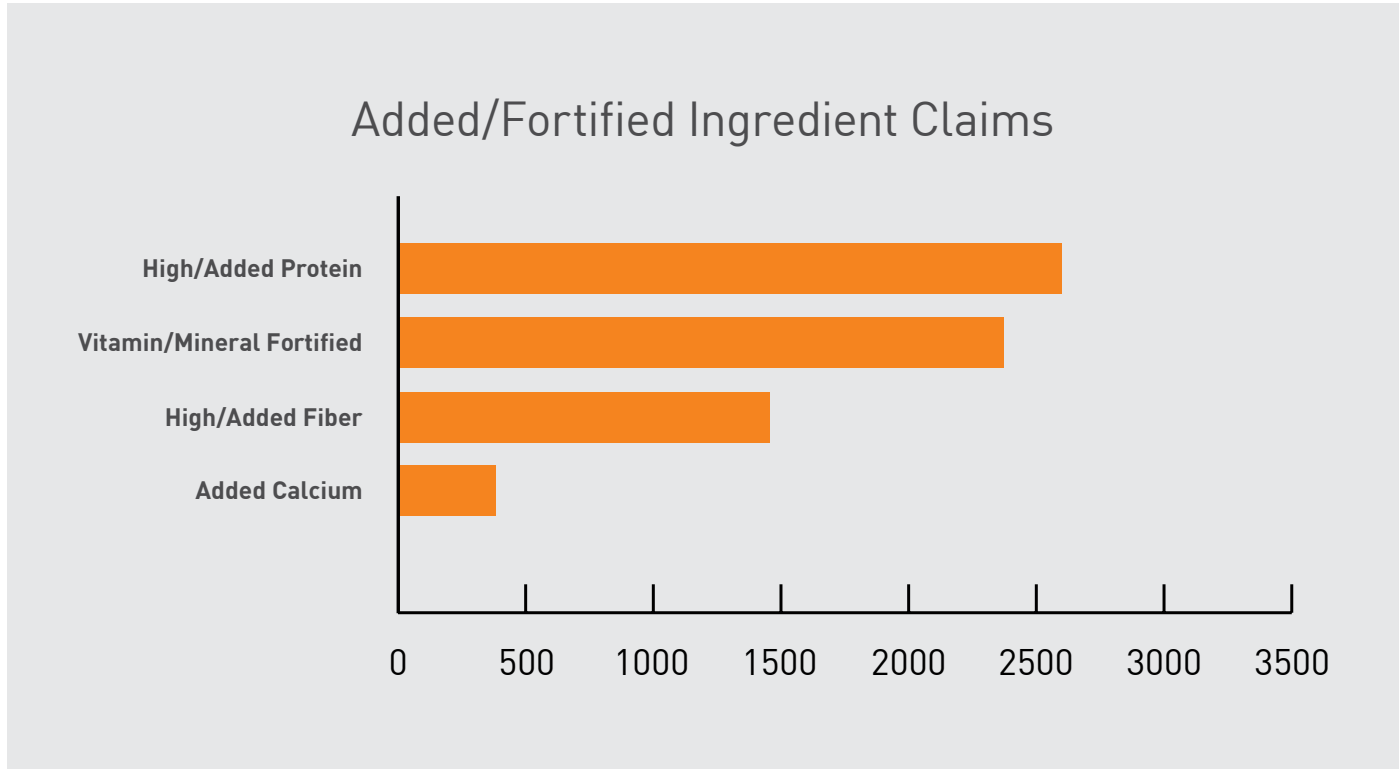


Number of new product introductions in USA, featuring wellness claims between January 2018 and June 2020.³



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 USA, 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
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. Prosanté® 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.
ICL	ICL Food Specialties provides an alternative protein solution with Bekabake®. The Bekabake ingredient system is used to optimize volume, structure, and mouthfeel in bakery products. It replaces the traditional functional ingredients for baking with a protein source in combination with starch and fiber.
Kerry	Kerry's Versawhip™ and Hyfoama™ products are a range of natural and great tasting functional protein hydrolysates based on dairy, soy, wheat, pea, and rice. These products exhibit exceptionally consistent whipping performance and are valued for replacing the aerating properties of egg albumen or gelatin. Ideal applications include sugar confectionery (nougat, marshmallow, jellies, icing/frosting, glazes, and chews), bakery and beverages. Versawhip™ and Hyfoama™ can support vegetarian, vegan and allergen-free claims across all of these applications.

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
Caremolli	Caremolli's psyllium husk flour is a fully natural fiber which provides sufficient dietary fiber in many foods. In addition to increased fiber, it is commonly used in baked goods to provide an anti-staling effect, in pasta to improve texture, in gluten-free applications to improve structure and replace modified starch, and in creamy beverages or dairy/frozen desserts to provide thickness, improve mouthfeel & reduce calories.
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 FDA 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.

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.

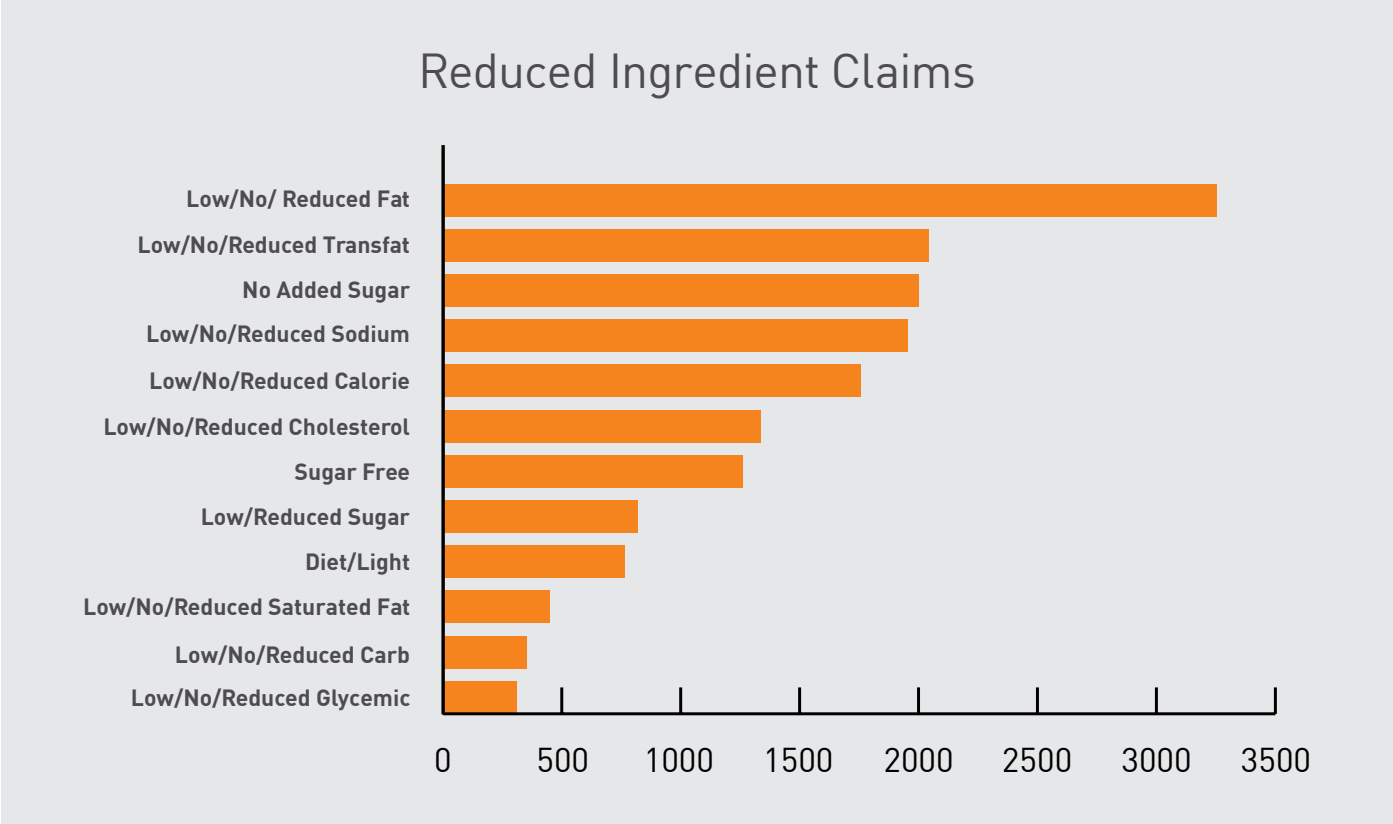
SUPPLIER	DESCRIPTION
Corbion Purac	Corbion Purac has an extensive line complete line of mineral lactates and gluconates, to include calcium, magnesium, potassium, and zinc. Lactates and gluconates offer high bioavailability high solubility, quick dissolution time, neutral flavor, are easy to process, and allow a high mineral content. They are synergistic with sugar and high intensity sweeteners to reduce sugar and calories. Applications include sports nutrition drinks, syrups, and concentrates.
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.
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.





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 USA, 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 product 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.



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, erythritol, and monk fruit.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.
Ingredion	Ingredion offers sweetness solutions that deliver sugar-like taste profiles and the mouthfeel of sugar, with fewer calories and simple labels. Ingredion carries a versatile range of sweeteners from specialty polyols, such as sorbitol and maltitol, to natural sweeteners, such as allulose, which offers similar browning characteristics to sugar. If you are looking for specific characteristics such as low glycemic index, functional bulking, freeze-point depression or browning in your beverages, frozen dairy desserts, baked goods, and snacks, Ingredion’s sweeteners will deliver taste and performance to your product.
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).

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.
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.
Kerry	Kerry offers a clean label portfolio of yeast extracts, which are high impact taste enhancers that help to build a savory profile. They can boost mouthfeel and extend taste impact at low usage levels. Applications range from soups and sauces to gravy and marinades, from condiments and seasonings to rice or noodle dishes and prepared meals. Available for vegetarians, vegan, kosher, halal.
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



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