

**Keto-Friendly Holidays by Charlie Hall ~ Food Technologist**

The holiday season is upon us, and for a lot of people, cookies are a must-have for this time of year. However, the added sugar and carbohydrates in a classic chocolate chip cookie are unwanted in a growing number of households across the country. To help navigate the holiday cookie binge, we’ve broken down a chocolate chip cookie recipe and suggested some ketogenic-acceptable ingredient replacements to hit your sugar and fat targets.

Chocolate Chip Cookies <i>Standard Ingredients</i>	Chocolate Chip Cookies <i>Keto Replacements</i>
Flour	<b>Almond Flour, Coconut Flour</b> Ultra-fine almond and coconut flours are great substitutes for standard all-purpose flour. They might not work as a 1:1 substitution for every recipe, but they will reduce the carbs and increase the fat of a keto cookie – it will just take some R&D to find the right usage for your formula.
Sugar	<b>Monk Fruit/Stevia/Erythritol Blend</b> Erythritol is a sugar alcohol commonly used as a bulking agent in keto baking recipes. It is not as sweet as sugar, so it needs a boost from monk fruit extract or stevia. A combination of all three ingredients is used to create a well-rounded sweetness profile perceived to be very similar to sugar.
<b>Chocolate Chips</b> Semi-sweet, milk, white	<b>No Sugar Added (NSA) Chocolate Chips</b> Sugar free chocolate chips provide the necessary chocolate flavor and just the right amount of sweetness without the guilt of added sugars. There are many different NSA chocolate chips available, and a lot of them use monk fruit extract or stevia to sweeten them.
<b>Baking Powder</b>	<b>Baking Powder</b> Although most baking powders might contain corn starch, the amount used in the recipe is not concerning for most people adhering to a ketogenic diet.
<b>Salt</b>	<b>Salt</b>
<b>Butter</b>	<b>Butter</b>
<b>Eggs</b>	<b>Eggs</b>
<b>Vanilla</b>	<b>Vanilla</b>



**Post Covid-19 Trends by Renee Famula ~ Marketing Manager**

The fact that consumers have turned to comfort foods since the beginning of the pandemic is no secret. With more consumers cooking and children eating lunch at home rather than at school, moms have been challenged to create a warm and comforted food experience at home. Enter indulgent ice cream. What better way to treat the family than to explore the variety offered in the freezer section. Mintel has been closely watching this trend. “Fifty-one percent of consumers associate ice cream with comfort,” Mintel shared. “Furthermore, 45% report that ice cream is their favorite indulgence, pointing to a well-positioned opportunity for brands in the category to forge bonds with consumers.” If you are looking to capitalize on this trend, contact our R&D team at [info@ifpc.com](mailto:info@ifpc.com) for more information.

## ***Plant-Based Dips & Dressings by Emily O'Chiu ~ Product Development Scientist***

Plant-based alternatives to dairy staples like milk, ice cream, and yogurt have gone mainstream with increasing acceptance even from non-vegan consumers. Developers are taking advantage of novel plant ingredients such as pulses, oats, and coconut to achieve clean flavors and smooth textures. So, what is the next step for the industry? Plant-based ingredients are moving into the center aisles of the grocery store replacing dairy in shelf stable dips and dressings such as Ranch, Alfredo, and Tzatziki.

Chickpeas have long been known for their starring role in hummus, now chickpea protein can be found in many plant-based dips to provide thickness and boost protein levels. Oat flour provides a stable base for dressings looking for allergen friendly “nut-free, soy-free, dairy-free” claims. For vegan cheese spreads tapioca flour and potato starch replace the essential elasticity and melting properties found in dairy based cheeses. The creaminess of coconut oil can replace milk fat in any of these indulgent foods.



Plant-based dips and dressings can have a long shelf-life and undergo difficult processing conditions. Carefully chosen modified starches and hydrocolloids like pectin or cellulose gum are needed to provide emulsification, stability over shelf-life, and lasting viscosity. Do you have a plant-based project in mind for 2021? Contact IFPC's R&D team for plant-based support and expertise.

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## ***Pinkglow™ Pineapples Make Their Debut by Rachel Stefaniw ~ Lab Manager***



As the weather turns colder, you may be dreaming of an escape to someplace tropical. While that is not so easy these days, a new flavor could give you

the feeling that you have been transported. Del Monte has recently debuted its Pinkglow™ Pineapple, after 15 years of research and development. The fruit's signature pink hue comes from higher levels of lycopene than a traditional pineapple, achieved through genetic modification. The Pinkglow™ also boasts a sweeter, juicier, and less acidic taste than normal pineapples – it's almost like a piece of candy. Availability of the pink pineapple is limited for the time being, but the unique flavor can inspire all kinds of new concoctions... and our R&D team is already testing them out. Maybe something pink is the new way to kick those winter blues or to add a little glow to a dreary day.

*We wish you and your family a very Merry Christmas and a happy New Year!*



## Counting Macros by An Ho ~ R&D Director



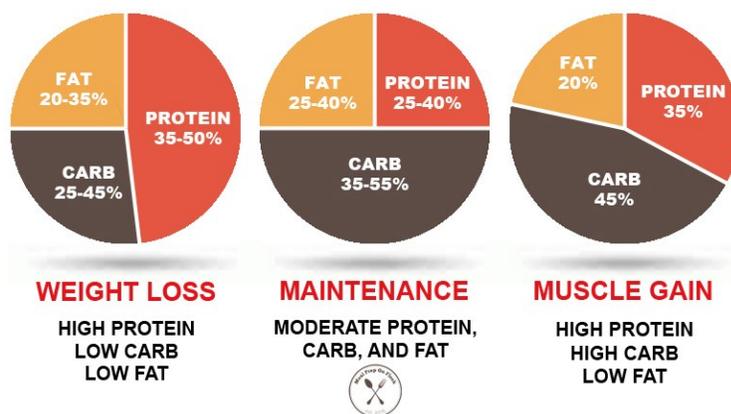
With the season of weight gain upon us, due to the weather making it too cold to exercise outside, many gyms are closed right now, and there are a lot of feasts (no parties, though!) on the calendar, we are looking at ways to combat the winter blues to eat more efficiently.

We have discovered that a potential and realistic way to maintain after the holidays is to count your macros. What does that mean you may ask? Well, there are three macronutrients, macros for short, that make up every bite of food you eat: protein, carbohydrates, and fat. A lot of foods contain all three of these macronutrients, but most favor one or two of them. Specifically, meat is protein, bread is mostly carbohydrates, and olive oil is mostly fat. Your body needs all three macronutrients in some capacity to function.

Keeping track of your macros can help you make (or plan to make) smart, healthy food choices. Eating the right balance of macronutrients designed for your goals will get you to where you want to be. Calculating your daily requirements of macros and only making changes when necessary is also more sustainable and healthier than the various diets that keep popping up.

However, most macro counters find it to be challenging to eat enough protein to fulfill their daily recommendation. Relying on whole foods to meet this macro can be difficult. Protein has so many functions in the body. It is vital for muscle protein synthesis and bone remodeling. It also helps support a healthy immune system, which is very important these days among Covid-19.

Probably, the simplest solution to the “getting enough protein” dilemma is to use a quality protein supplement in conjunction with a healthy diet. It is a cost-effective, shelf stable, and a much simpler way to get those essential protein grams without eating all that meat or those legumes. There are so many protein supplements to choose from. In order to pick one that suits your taste, pure protein (whey, soy, or pea isolate) and simply looking at good reviews should help you choose which protein supplement suits your needs.



## Brought to you by IFPC's Trends Teams

*The Secret Ingredient* is a quarterly newsletter summarizing the efforts of IFPC's Trends Team. The Trends Team is comprised of An Ho, R&D Director; Jenn Adams, Business Development Manager; Renee Famula, Marketing Manager; Charlie Hall, Food Technologist, Product Development; Emily O'Chiu, Product Development Scientist; Rachel Stefaniw, Lab Manager, Product Development; Ted Busch, Director of Technical Services; and Mat Brady, Marketing Specialist. For story ideas and comments, please email [info@ifpc.com](mailto:info@ifpc.com).



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