

Is Ruby Chocolate Gold?

Milk, dark, white...Ruby? For the longest time, there have been three categories of chocolate used for confections, dairy products, bakery products, and every other application imaginable. Now, Swiss chocolate producer Barry Callebaut is rolling out Ruby chocolate, a new category of chocolate made from Ruby cocoa beans, which were developed by Barry Callebaut's own cocoa experts. Although the finished product is naturally pink and gives off a fruity-tasting flavor, there are no colors or flavors added to the chocolate anywhere in the process.



Photo credit: www.barry-callebaut.com

Trends to Watch in 2020

Functional Beverages & Gut Health
 Zero Proof Spirits and Mocktails
 Savory Water
 Super Foods from West Africa
 Healthier Snacking
 Plant Based



Trending Ingredients

Pea Protein
 Black Seed
 Copaiba
 Chickpeas

Trending Flavors

Olive Oil
 Carob
 Saffron
 Sweet & Umami

Research provided by: Citromax Flavors



Health & Wellness

As Frederick Lenz stated, "Perception defines everything." This is very true in the eyes of consumers. When consumers rate healthful foods, they put these items at the top:

- Fiber
- Whole grains
- Protein from plant sources
- Omega-3 fatty acids
- Probiotics

Manufacturers at the front of the health and wellness trends will use health-based claims to get the attention of consumers. Contact IFPC today to find out how we can help your formula by adding functional nutrients. Our R&D teammates are experts at cost effectively adding value and nutrients to existing formulas.

For more information, email us at info@ifpc.com.

Reference:
www.glanbianutritionals.com

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 David Gerfen, Vice President Manufacturing Ingredient Systems; An Ho, R&D Director; Jenn Adams, Business Development Manager; Renee Famula, Marketing Manager; Charlie Hall, Food Technologist; Emily O'Chiu, Product Development Scientist; Rachel Stefaniw, Lab Manager, Product Development; Ted Busch, Director of Technical Services, Product Development; and Mitchell Albers, Technical Service Representative, Product Development. For story ideas and comments, please email info@ifpc.com.

Reformulating by An Ho ~ R&D Director

When it comes to food or beverage, flavor and texture are probably the most important attribute when it comes to taste. More than a trend, the ongoing development with chocolate milk is reduced fat and sugar. When a customer asks for reduced sugar or fat, obviously the taste is compromised. It becomes thinner in mouthfeel and less sweet.

IFPC has been formulating around reduced fat and sugar in chocolate milk for decades. However, there are always new advancements in alternative sweeteners for us to improve our formulas. Using alternative sweeteners does not make up for the lack of mouthfeel and may have a lingering sweetener aftertaste. We also have blends of hydrocolloids to make up for the thinner mouthfeel. Increased viscosity is one of many texture enhancements that the functional ingredients in hydrocolloid blends offer. They can stabilize ingredients such as protein and fiber, as well as maintaining a smooth consistency throughout the product.

We have also been working with various flavor modulators that are natural flavors that can influence your taste buds with enhanced sweet or saltiness. They can also block some of the lingering off-notes from alternative sweeteners. These traits aid tremendously in developing products around the customer's evolving parameters such as reduced sugar, fat, salt, etc.

You may not think chocolate milk itself is that trendy.

But, the trending dynamics around consumer preferences require challenging formulation changes. We source and seek ingredients to create a solution that can meet these preferences and still shape a tasty chocolate milk. In the end when it comes to food or beverage, taste is ace.



Keto Diet by Emily O'Chiu ~ Product Development Scientist

The ketogenic diet trend is leading increased demand for high fat, low carb meals, snacks, and beverages. Dieters following the keto diet enter a fat-burning metabolic state called ketosis which is linked to weight loss and improved blood sugars. The key to the diet is limiting daily carbohydrates to 20-50 grams. Food brands looking to promote their products as 'keto-friendly' need to do more than just reducing the total carbs



reported on the nutrition facts panel. Many keto followers also prefer 'clean label' ingredients and choose products with natural sweeteners such as erythritol, stevia, and monk fruit powder. Fiber based sweeteners like allulose and inulin are helpful in replacing sugar solids because the fiber is not counted towards dieter's net carb limits. Finally, in a high fat diet not all fats are equal. Avocado oil, flax seed, coconut oil, and medium chain triglycerides (MCT oil) are all popular fat sources to promote fullness and support heart health while following a keto diet.

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