

Fortification Opportunities by Rachel Stefaniw ~ Lab Manager

The Covid-19 pandemic is changing consumers' perspective on health and wellness, presenting an opportunity for manufacturers to fortify more foods and beverages with the vitamins and minerals that support immunity. For our complex immune systems to operate at their best, we need daily intake of specific vitamins and minerals, such as vitamin A, vitamin B6, vitamin B12, vitamin C, vitamin D, vitamin E, folate, zinc, iron, selenium, magnesium, and copper. Not only can recommended levels of these vitamins and minerals support a healthy immune system, but deficiencies can impair its function. Fortification can deliver these nutrients to consumers in the foods they are already eating, adding no extra effort to their day. IFPC offers individual vitamins and minerals, as well as custom blends, and can advise on the levels and forms that will perform best in various applications.



Covid Cocktails by An Ho ~ R&D Director

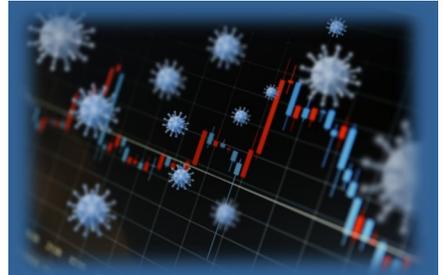
Many consumers are unable to experience premium cocktails at bars and restaurants because of the Covid-19 stay-at-home orders across the country. Customers may still be unwilling to visit bars and restaurants once stay-at-home orders are lifted because they do not want to get sick from being in close quarters with others. So, premium ready-to-drink cocktails that give an upscale drinking experience, without leaving the house and away from crowds, are gaining popularity.

A lot of meal kit programs, such as Hello Fresh and Blue Apron, are seeing a surge, promoting the popularity of making things at home. And beverage kits are following suit. If you are in the line of do-it-yourself (DIY) beverage kits, IFPC can support you by providing individual ingredients or aid in the development of custom bulk blends.

DIY beverage kits consist of: premium cocktails, nut milks, immunity bases (electrolytes, probiotics, superfruit flavors), and alcohol-free, wellness libations.

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, Product Development; Emily O'Chiu, Product Development Scientist; Rachel Stefaniw, Lab Manager, Product Development; Ted Busch, Director of Technical Services; and Mitchell Albers, Food Technologist, Product Development. For story ideas and comments, please email info@ifpc.com.



Post Covid-19 Trends To Watch

Not surprisingly, the IFPC Trends team has been closely monitoring the rising trends created by the Covid-19 pandemic. Our research has unveiled five major trends emerging from quarantine. The trends include:

- Plant Proteins
- Sugar Replacement
- Fortification Opportunities
- Economical Ingredients
- Stable Markets

Manufacturers at the forefront of such trends will get consumers' attention first and capitalize on opportunities. Contact IFPC today to find out how we can help you formulate by adding functional, value-added ingredients. 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.

2020 Trends: How Have Grocery Shopping Habits Changed

by Emily O'Chiu ~ Product Development Scientist

Since the start of the Covid-19 pandemic, with many areas of the country operating under stay-at-home orders, a huge shift in consumer grocery shopping habits has taken place. Overall grocery sales are up as more people are avoiding restaurants and preparing and eating meals at home. Online grocery ordering and home delivery services have become mainstream. There is a focus on packaged goods, frozen foods, and shelf stable items as consumers are making fewer, but larger, shopping trips in place of more frequent grocery stops. Supply chains have been stretched as home bakers use record quantities of flour and yeast baking bread as a new quarantine hobby. These changes reflect the short-term practical needs of a pandemic. Consumer behavior research is starting to identify the significant and more permanent food trends that are developing in this new emotional landscape.

A survey by Accenture found that 60% of shoppers are spending more time on self-care practices. The concept of self-care can mean very different things to different people. For some, it means a return to comfort foods. Cookies and other packaged bakery items are capturing increased sales. Indulgent, yet

comfortingly, familiar foods like pizza, burgers, pasta, and ice cream are all very popular. There is room in this category for 'restaurant style' at-home options. Meal kits or all-in-one bakery box mixes that can turn home cooking into a more premium experience will satisfy comfort food cravings and appeal to people who miss dining out.



For others, self-care is a time to focus on personal and environmental wellbeing. Concerned about disease risk, they are choosing foods making health claims such as high in antioxidants or lower added sugars. While the term 'clean label' is not generating much buzz, wary consumers are still checking ingredient lines looking for ingredients that feel trustworthy. After facing empty store shelves in March and April, 64% of shoppers are focusing on limiting food waste, according to Accenture. This includes asking more questions about where their food comes from and how it is processed. Food brands that can make statements about sustainability, buying local, or eco-conscious manufacturing programs can gain traction bringing that information to the forefront.

Source: www.preparedfoods.com/articles/123773-meeting-food-beverage-consumer-demand-during-covid-19-crisis

www.newfoodmagazine.com/news/109732/covid-19-likely-to-prompt-era-of-ethical-consumption-survey-finds



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