



# The Secret Ingredient

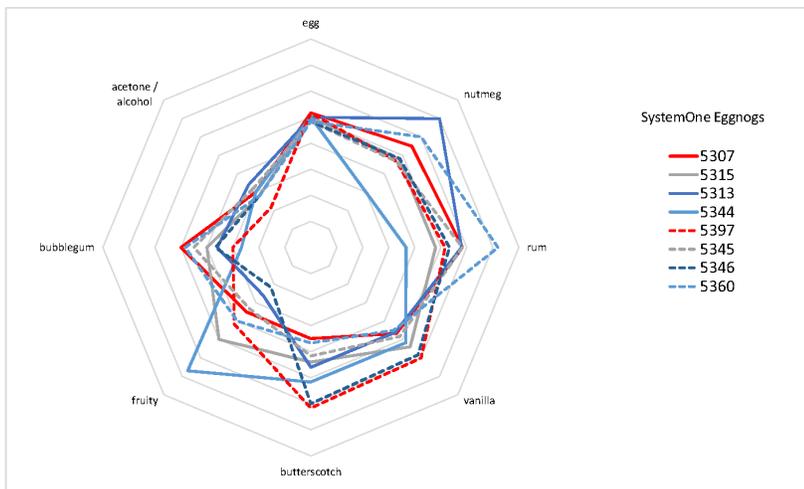
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## NEW! A Collaboration from IFPC's R&D, Sales, and Marketing Teams

Introducing *The Secret Ingredient!* We are pleased to introduce 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. The Trends Team meets monthly to review industry trends, discuss new and upcoming R&D projects, and review potential sales strategies incorporating our learnings. For story ideas and comments, please email [info@ifpc.com](mailto:info@ifpc.com).

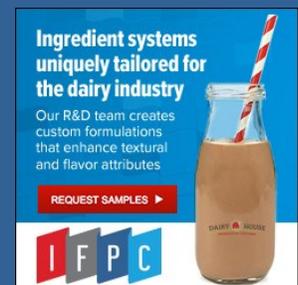
## Sensory Eggnog Report

Did you know IFPC has a sensory expert? Emily O'Chiu, Product Development Scientist, manages IFPC's sensory panel testing. Most recently, Emily implemented an Eggnog Attribute Sensory Test. The test analyzed the most popular flavor attributes associated with eggnog; fresh egg yolk flavor, rich and custardy; warm and spicy, characteristic of ground nutmeg seeds; brown molasses and spice flavors; vanilla bean or vanillin; brown sugar and butter based; bright fruit like flavors such as banana, pineapple, and orange. A total of 36 participants evaluated six samples of eggnog preferentially identifying the following attributes: egg, nutmeg, rum, vanilla, butterscotch, fruity, bubblegum, acetone/alcohol. The below graph summarizes the test results. Participants identified nutmeg, rum, and fruity as their preferential attributes of IFPC's formulated eggnog. For additional information on this, or other, sensory testing, please email Emily at [eochiu@ifpc.com](mailto:eochiu@ifpc.com).



## Stampede!

R&D formulated a special caffeinated chocolate milk called Stampede. The blend includes caffeine, taurine, and B vitamins making it the perfect way to start your morning.



## What's Your Favorite Flavor?

R&D has formulated over 60 milk flavors, over 10 eggnog flavors, and five flavors of coffee creamers. For a complete list of milk, eggnog, coffee creamer flavors available, visit the Tool Box in the IFP Sales folder under the IFPShare folder on the P: drive.

## **Reb M & Sweeteners by Rachel Stefaniw ~ Lab Manager, Product Development**

Among the many sweetener options available, Reb M is getting a lot of buzz lately. Reb A, or Rebaudioside A, is the sweetener with which many consumers are familiar. Commonly known as "stevia" or "stevia leaf extract," it is the most abundant sweet-tasting molecule in the stevia leaf. However, Reb A tends to leave the consumer with a lingering, bitter aftertaste. Until recently, Reb M, which has a much cleaner taste than Reb A, was expensive and hard to come by. It could only be derived from the stevia leaf at very low quantities, but new technologies have changed the availability of Reb M. It can now be produced in commercial quantities through specialized fermentation processes. Reb M provides a flavor profile very similar to sugar, especially when used in conjunction with another sweetener or with sugar itself. Reb M looks good on product labels too - it is considered to be "non-artificial" and will appear in ingredient statements as "steviol glycosides" or, at low enough usage, "natural flavor."

*Proud manufacturer of:*



## **Protein by An Ho ~ R&D Director**

Protein continues to be a desired power nutrient in drinks. Dairy proteins have been the benchmark for formulating protein into drinks due to the balance of essential amino acids and a pleasant flavor and mouthfeel. However, one of the largest milk producers has stated that there is an "accelerated decline in the conventional white milk category."

With more consumers adopting vegetarian diets and turning to plant-based foods for health benefits, different plant proteins are being added to refrigerated and shelf-stable beverages. IFPC is a certified distributor of Ingredion products. They have a whole line of VITESSENCE pulse proteins, which come from sustainably-sourced peas, lentils, chickpeas, and fava beans. We have a lot of experience in formulating dairy-based beverages. So, the R&D team is working with plant proteins to develop beverages that can deliver both nutrition and taste similar to dairy.

## **Plant-Based Foods by Charlie Hall ~ Food Technologist**

The plant-based industry has been taking off and we've been busy in the R&D lab developing an array of products for this revitalized category of food products. From plant-based beverages using oats, almonds, and peanut butter, to vegan queso and sour cream using pea proteins, we've been working on products to move our dairy customers into the future. This also affords us the opportunity to attract new business from non-dairy customers looking to break into the plant-based market.

## **Caffeinated Dairy by Emily O'Chiu ~ Product Development Scientist**

The trend of adding caffeine or other stimulants to dairy products makes sense. Who doesn't need a little pick me up in the morning? These products can reach several target groups including consumers who do not like the taste of coffee and tea, but still want caffeine, consumers who prefer a healthier (higher protein, less sugar) option over sodas and energy drinks, and consumers looking for beverages fortified with extra nutrients and supplements.

## **Special Creation by Charlie Hall ~ Food Technologist**

When our team was at the International Baking Industry Exposition (IBIE) in September, a potential customer was interested in an eggnog icing to put on red velvet cookies. Because this customer was not in the dairy industry, we knew we had to create a product that would not require the production of eggnog, but it still needed to taste like eggnog. From there, we got to work on a Ready-To-Eat product that could easily be made into icing with the simple addition of butter and cream cheese. The eggnog-flavored icing powder consists of powdered sugar, flavor, color, salt, and nutmeg. What flavor should we make next?



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