

Ghostly Goodness by Emily O'Chiu ~ Product Development Scientist



Ghost kitchens, also known as virtual kitchens, are restaurants with no physical dining space, that offer food exclusively through third party delivery services such as Grubhub, Door Dash, or Uber Eats. They are a booming trend in retail dining, making the best of indoor gathering restrictions and avoiding the high overhead costs of a full-service restaurant. Similarly, inventive chefs are moving to

pop-up style restaurants, which rent temporary kitchen space for limited time menu offerings. Both of these trends started gaining steam in 2019 and are still going strong through 2021, drawing the attention of culinary and food service product developers. Additionally, the all-delivery-service model has skyrocketed demand for gourmet single-serve condiments and dips for these businesses to deliver a restaurant-quality meal to their customers at home. With highly limited kitchen space and prep time available, these eccentric restaurants rely on pre-made sauces and marinades to keep their operations efficient. Celebrity chefs and local entrepreneurs alike need unique and bold flavored sauces to set their signature dishes apart from the crowd.

No Calories, No Problem by Charlie Hall ~ Food Technologist, Product Development

Thinking about removing sugar from a product but don't know what to use? Then allulose might be the answer! Allulose is a carbohydrate that adds almost no calories to a product due to its low absorption into the body. Because it provides an insignificant amount of energy to metabolize, it's excluded from total and added sugar amounts listed on a nutrition facts panels. Allulose is about 70% as sweet as sugar, so in order for consumers to swap out sugar for allulose, it's beneficial to add other sweeteners to complete the desired sweetness profile. IFPC's Legacy™SWEET line accomplishes that task by offering sugar replacement products consisting of allulose or erythritol blended with additional sweeteners to create the perfect sugar substitute. If you are looking to reduce sugar in your products, contact our R&D team at info@ifpc.com for more information.



Sweet Solutions

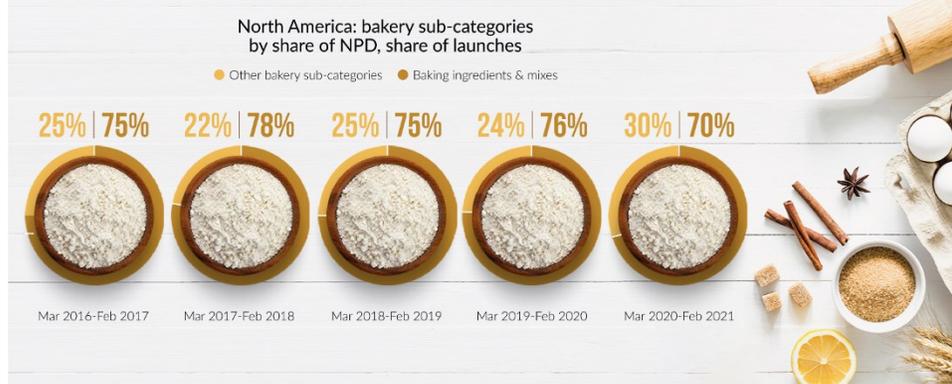
With sweet ingredients such as monk fruit, stevia, sucralose, and erythritol, we developed Legacy™SWEET, a line of proprietary blends suitable for products across all industries. Produced at our best-in-class manufacturing facility, IFPC Aviator, Legacy™SWEET offers a complete assortment of sweetener blends, including sucralose, sugar replacers, and sugar reducers, that are adaptable to virtually all products. Utilizing Legacy™SWEET SP 9704, R&D created a delicious, low calorie beverage for the summer. IFPC's Raspberry Lemonade is a refreshing beverage that claims Non-GMO and sugar free. For the complete product data sheet, visit ifpc.com/Raspberry-Lemonade.

Looking for more seasonal inspiration? Contact our sugar reduction or sugar replacement experts at info@ifpc.com.



The RISE in Home Baking Continues by Mathew Brady ~ Marketing Specialist

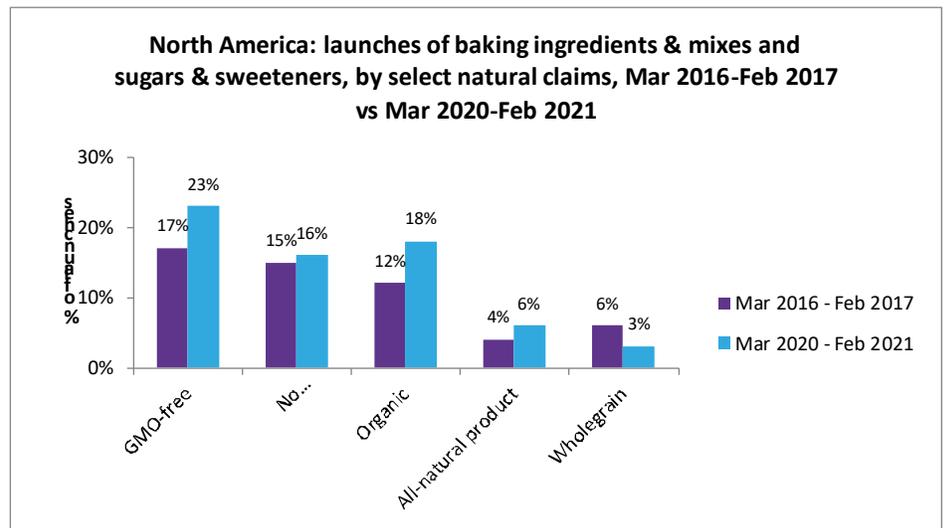
The trend of home baking that rose substantially in 2020, during the COVID-19 lockdown, is still looking to continue well into 2021. It remains elevated and although it may not be as popular in households as last Spring,



Source: Mintel GNPD

many anticipate a long-term increase in home baking post-pandemic. In North America, baking ingredients and mixes recorded a jump in share of launch activity over the past year proving the trend continues. As the comfort and wellness trends endure, home baking allows consumers the ability to enjoy better-for-you products with keto, paleo, and grain-free baking options.

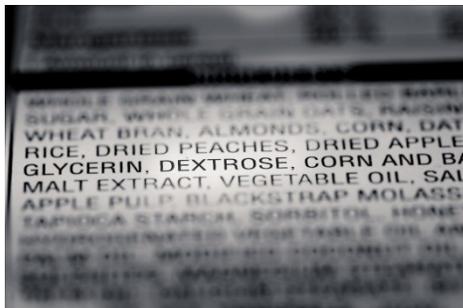
The unprocessed nature of many baking ingredients such as flour, yeast, and sugar, aligns with the consumer perception that they should be produced with a focus on maintaining naturalness and wholesome nutritional qualities. Consumers are continuing to align themselves with natural, organic, and non-GMO ingredients and baking ingredients are meeting those needs. In North America, natural claims have seen a jump in launch activity in the sugar and sweeteners and baking ingredients and mixes categories over the past year. In both sectors, the organic claim is noticeable for its increased share of activity, growing by 4% points in bakery and 12% points in sugars and sweeteners.



Source: Mintel GNPD

Complex by Consumer Request by An Ho ~ R&D Director

Consumers have complex wants and needs. They are asking for ingredients they know and recognize; products free from gluten, egg, dairy, and bioengineered ingredients; fewer ingredients the better; and ones that symbolize homemade, but don't forget they need to taste good as well!



With so many requests, how should manufacturers approach clean label? Simple ingredients that the general public understands? No chemical additives and no processing using "rustic" techniques like cooking, pickling, drying, or fermenting? All of the above and consumers are willing to pay a price for these clean label efforts. Almost 40% of product launches in the last four years have a clean label positioning.

Likewise, sauces are not exempt from the clean label movement. Clean eating still needs flavor to compliment the vegan or minimal ingredient dishes. Sauces provide concentrated flavor and typically have a lot of fat, texture, and sodium, accompanied by a laundry list of ingredients. There are several options to keep the ingredient list and processing clean with all the aforementioned requirements or parameters. So, it is advisable that food manufacturers explore some of the options their suppliers are offering up in order to maintain a tasty and "clean label" product!

The Perfect Size by Rachel Stefaniw ~ Lab Manager

Nostalgia, indulgence and comfort, and health and wellness support have been some of the biggest snack trends since the pandemic started. We've seen favorite cereals return to their "original taste." Indulgent mash-ups, such as kitchen-sink cookies, are increasingly popular. Prairie Farms Dairy is even marketing their small batch pints as "personalized snacking" – what could feel more comforting than an entire pint of ice cream? Let's not forget about the healthier options – cottage cheese; cheese cubes; protein packs of meat, cheese, and nuts; and meat itself, like jerky and cured meats.

All over grocery store shelves, single-serve snack portions have become a standard alternative to multi-serve packaging. They offer convenience and portability, which many consumers value over what is seen as the responsible, frugal choice of bulk packaging. Nowadays, Millennials and members of Gen Z have children and are likely to overlook the higher price point and embrace the added value in the ease of single-serve packs. Large packs of single-serve portions can keep the pantry stocked while everyone is at home and their grocery trips are more spread out. They offer portion control for adults who might be tempted by the kitchen when working from home and give kids the convenience of a quick snack during at-home learning, plus the independence to help themselves. Of course, it is true that an increase of single-serve portions would create more packaging waste, but it can actually help reduce food waste, since single-serve packs are typically finished in one sitting. Overall, it could be a net gain – according to Packaging Digest, "ten times more resources...are used to make and distribute food than are used to make the packaging to protect it."



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; Haley Watts, Food Technologist, Product Development; and Mat Brady, Marketing Specialist. For story ideas and comments, please email info@ifpc.com.



Proud manufacturer of:



ifpc.com | info@ifpc.com | 800.22.SUGAR

© 2021 Property of IFPC - Confidential Information

[Specialty Ingredients](#) | [Custom Ingredient Blends](#) | [Core Commodity Ingredients](#)