

It's all in the Sauce

by Mat Brady ~ Marketing Specialist

Many consumers in the U.S. are on the lookout for new flavor innovation to infuse holiday homecooked meals with excitement. One of the solutions, table sauces. Who doesn't want to spice up their holiday meal with a flavorful table sauce? Table sauces add excitement and unique flavor to almost every meal. They allow your tastebuds to explore new flavors, all while utilizing the same "dipper" such as a chip or veggie. Or they allow you to switch up a traditional gravy sauce which accompanies that roasted ham or turkey at your family feast.



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Table sauces are well-positioned to capitalize on the heightened interest in quick-fix and affordable flavor hacks. In the U.S., innovative table sauce flavors are arriving to help consumers bring a new and more gourmet twist to homecooked holiday meals. According to a recent Mintel survey, 56% of adults in the U.S. say they like to try new dip and sauce flavors. And table sauce manufacturers are not recreating the wheel. Many are just adding a new spin on traditional sauce flavors or creating mash-up flavors of different sauces to intrigue consumers whilst not being too unfamiliar to deter them. Well-known sauce brand, Sweet Baby Rays, introduced an entirely new subline of Ray's Chicken Sauce, combining traditional flavors of honey mustard and barbecue sauce into something new. Some other examples are Heinz-Kraft's "Buffaranch Sauce" – a mash up of Mayoracha, Mayocue and Sweet Ketchili, and This Little Goat by Chef Stephanie "Izard Went to Tokyo Sweet & Salty Everything Sauce".

Manufacturers are also responding to consumer interest in gut-friendly foods with pickled sauces and/or condiments. In the U.S., 57% of adults say they try to eat foods that encourage a healthy gut microbiome (Mintel GNPD). This general re-appreciation of gut-friendly and fermented foods has presented an opportunity for pickled condiment brands. They are now innovating around natural fermentation and probiotics. You see this in products such as Cleveland Kimchi's "Classic Kimchi with Garlic, Greens & Red Pepper" which contains live and raw probiotics, and is described as crunchy, healthy, and delicious.

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Opportunities in KETO by Rachel Stefaniw ~ Lab Manager

Ketogenic diets are continuing to gain attention, and the number of product launches continues to rise. Most new product launches in keto are in the snack and bakery categories, followed by sauces and seasonings. Products in these categories can innovate by catering to the new keto diet versions showing up, such as plant-based and vegan. Vegan claims have accounted for 36% of new keto-related product launches over the past five years. The ingredients for vegan and plant-based keto foods tend to have high fiber and be high in monounsaturated fats, which can help round out keto diet nutrition concerns. Manufacturers should be sure to use ingredients that consumers will recognize on the label.

Additionally, packaging claims can help position products for those following a keto diet. Use caution – “Keto” may be seen as a medical diet, and medical and health claims are closely watched by the FDA and FSIS. Calling out the number of carbs per serving can be an effective

way to highlight the product’s keto-diet suitability. If there is a clear definition, a “net carb” claim can work well, too. Another option is to bring attention to good or excellent sources of protein – just be aware of other statements that might be required in conjunction with this, and always follow food labeling regulations.

Keto products for meal occasions can offer dieters convenience, helping them stay on track. While foodservice brands are working on keto-friendly menu items, retail has seen fewer than 100 global keto product introductions in the last five years in the categories of side dish, meals and meal centers, or processed fish/meat/egg products. Vegetables can further enhance keto meals, providing fiber and some protein alongside healthy fats and low sugar.



To Reduce or to Replace? That is the Question by Charlie Hall ~ Food Technologist, Product Development

The beverage industry has used sugar, corn syrups, and high-caloric sweeteners for a long time, but many consumers are trying to reduce or completely eliminate added sugars from their diet. Hence, beverage manufacturers have been developing either new products or line extensions that use little to no sugar at all. IFPC is here to help beverage companies in search of the next best thing. We believe our Legacy™SWEET line of sugar reducing and sugar replacement products will satisfy all of their requirements. Try one of our sugar reducers if you still want to keep some sugar in the product without sacrificing taste. Try a sugar replacer that will make you think you are drinking a beverage packed with sugar without a morsel in sight. Request a sample of Legacy™SWEET today!

What’s New?

Are you looking to source a new or trending ingredient? Look no further than the category management experts at IFPC. Utilizing new ingredients can be tricky business. Fortunately, we have an in-house team of research and development specialists ready for just about any challenge. Coupled with an experienced sourcing team, IFPC can assist in formulating your next product with ease. We love working with our customers to develop new products. Contact IFPC today by emailing us at info@ifpc.com.

Check out Mintel’s top nine new ingredients appearing in the market for the first time the last 12 months.

New Ingredients

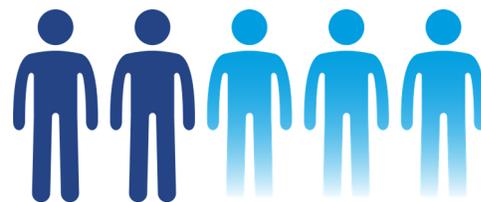
Black Sesame Flavor
Red Sandalwood
Artificial Meat
Caraway Extract
Agaric
Manuka Smoke
Orthosiphon Leaf Extract
Bluefin Tuna
Distarch Glycerol

Legacy SWEET
Impacting the future of taste

What to Expect in 2022

by Renee Famula ~ Marketing Manager

As much as we would like to leave the pandemic in 2021, it's aftershocks we will continue to feel well into the future. Immunity and healthy lifestyles are just two trends that will sustain with great magnitude. Innova reports that two in five global consumers say having a healthy microbiome is most important to achieving immune health. A few ways manufacturers we can achieve this goal is through the utilization of plant-based proteins, sugar reduction, antioxidants, sodium reduction, and prebiotic fibers. The categories with the highest growth opportunities for immunity include supplements, sports nutrition, and dairy.



2 of 5 global consumers say having a healthy microbiome is most important to achieving immune health



Baking with a Twist

by Haley Watts ~ Food Technologist, Product Development

As Thanksgiving passes and Christmas season begins, bakers worldwide are creating traditional treats with a modern healthy twist. Bakery items are imagined to be fluffy and sweet treats. Starches help provide the nice structure of a baked good while sugars and sweeteners enhance the flavor. Instant starches help with moisture control, structure, and provide softness in a baked good. While sweetener blends provide low calorie alternatives to our favorite baked treats. At IFPC, we use LegacySWEET™ for sweetness with fewer calories. Our sugar reducers can decrease calories in your overall product, while maintaining caramelization in baked goods. Are you reinventing a time-tested favorite this season? Our LegacySWEET™ products were created to help expedite your development process. Contact us at info@ifpc.com, to find out how.

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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.



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