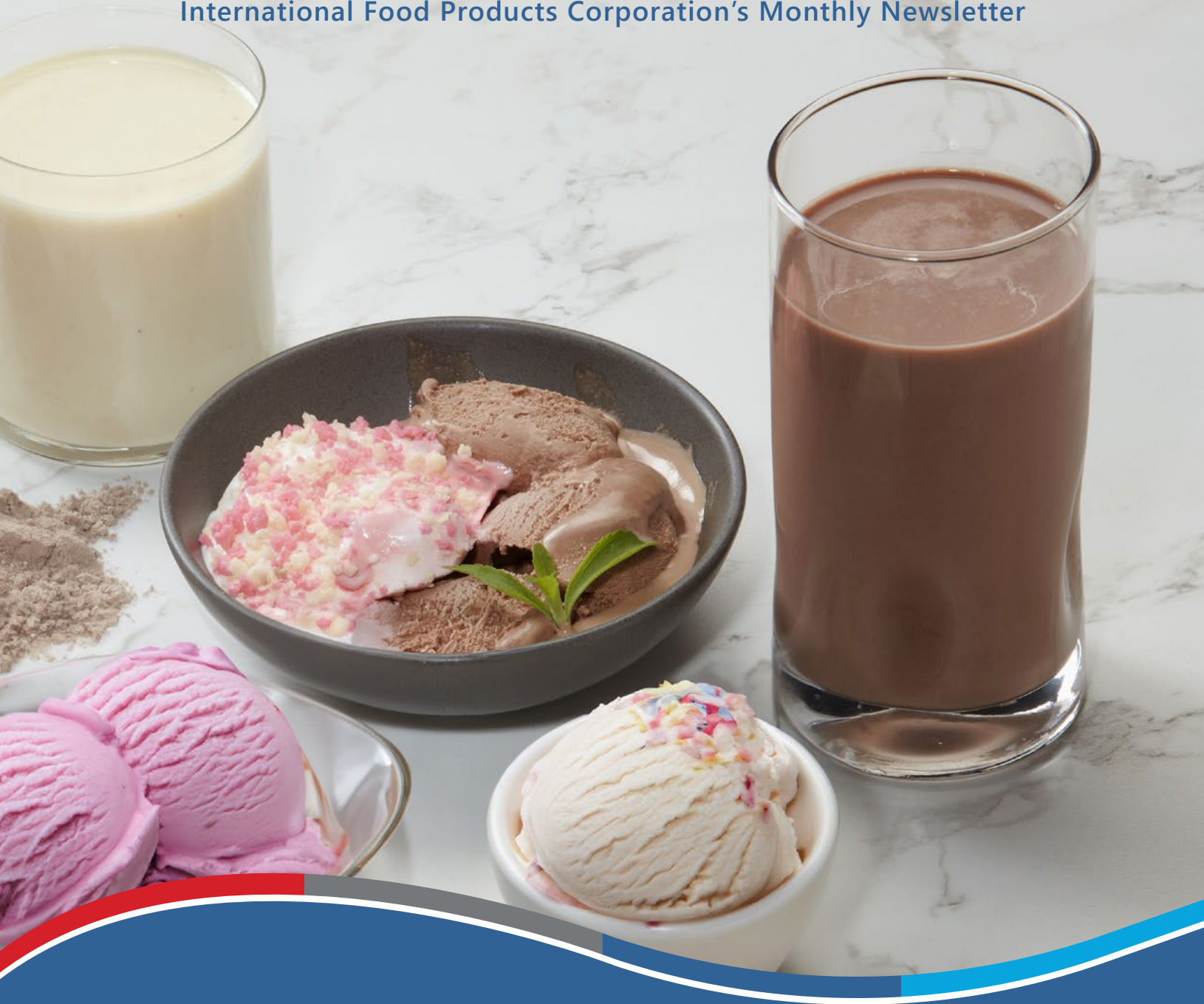




# *The Secret* **Ingredient**

International Food Products Corporation's Monthly Newsletter



July 2024

Volume 6 | Issue 7

# IN THIS ISSUE

HAPPY NATIONAL ICE CREAM MONTH ..... Page 3

2024 IFT FIRST ANNUAL EXPO RECAP ..... Page 4-5

SCOOPS OF THE FUTURE: TRENDS IN DAIRY & DAIRY-FREE ICE CREAM IN THE U.S. .... Page 6-9

FEATURED INGREDIENT: FLOUR ..... Page 10

## UPCOMING 2024 SHOWS



St. Louis Section  
Institute of Food Technologists

**St. Louis IFT Suppliers Expo**  
**October 2nd**  
St. Charles Convention Center  
St. Louis, MO



St. Louis Section  
Institute of Food Technologists

**St. Louis IFT Golf Outing**  
**October 3rd**  
St. Clair Country Club | 100 S.  
78th Street, Belleville, IL 62223



**October 30th-31st**  
Mandalay Bay  
Las Vegas, NV  
**Booth #2180**



Chicago Section  
Institute of Food Technologists

**November 7th**  
Donald E. Stephens Convention  
Center | Rosemont, IL  
**Booth #732-734**



# HAPPY NATIONAL ICE CREAM MONTH!

What better way to celebrate National Ice Cream Month in July than by showcasing two legenDAIRY soft serve ice cream samples at the 2024 IFT FIRST Annual Expo? Developed by our Ingredient Technology & Applications team, attendees lined up to try our traditional chocolate and plant-based horchata soft serve ice cream.

How can we help you perfect your ice cream? [Contact us today to speak with an account manager.](#)

inspired ingredients



Dairy

**Chocolate Soft Serve**

Indulge in the ultimate chocolate soft serve experience, expertly crafted to perfection. Using only the finest ingredients, our team has perfected a blend that balances sweetness and cocoa intensity, creating a soft serve that stands out in taste and quality.

**Feature Ingredients**

Ice Cream Stabilizer

Cocoa Powder Blend

**Benefits**

Stabilizer that is specially designed for soft serve applications

Color and flavor perfectly suited for ice cream applications



**Nutrition Facts**

Serving size (180g)

Amount per serving

**Calories 180**

Total Fat	12%
Saturated Fat	30%
Trans Fat	0%
Cholesterol	4%
Sodium	4%
Total Carbohydrate	4%
Dietary Fiber	4%
Sugar	4%
Total Sugar	24%
Protein	0%
Vitamin D	4%
Calcium	0%
Iron	0%
Phosphorus	4%

For additional information visit [www.ifpc.com](http://www.ifpc.com)

inspired ingredients



Plant-based

**Horchata Plant-based Soft Serve**

Introducing our new Horchata Plant-based Soft Serve—a delightful fusion of traditional flavors and modern, dairy-free indulgence! Inspired by the beloved Latin American beverage, this creamy treat combines the rich, comforting notes of cinnamon and vanilla.

**Feature Ingredients**

Plant Based Protein (3 grams/serving)

Prebiotic Fiber (5 grams/serving)

Legacy™BOTANA Stabilizers

**Benefits**

Allows for vegan and plant-based callouts

Promotes positive nutrition and health

Specially developed stabilizer blends for plant-based products



**Nutrition Facts**

Serving size (180g)

Amount per serving

**Calories 270**

Total Fat	2%
Saturated Fat	4%
Trans Fat	0%
Cholesterol	4%
Sodium	4%
Total Carbohydrate	2%
Dietary Fiber	4%
Sugar	4%
Total Sugar	4%
Protein	3%
Vitamin D	4%
Calcium	0%
Iron	0%
Phosphorus	4%

For additional information visit [www.ifpc.com](http://www.ifpc.com)

# 2024 IFT FIRST ANNUAL EXPO



# A Scoop of Innovation: Our Exciting Experience at the 2024 IFT FIRST Annual Expo

The 2024 IFT FIRST Annual Expo was an exhilarating whirlwind of innovation, creativity, and groundbreaking trends in the food industry. We had an incredible time showcasing our latest creations and engaging with industry leaders, decision-makers, and food enthusiasts.

## The Top 3 Trends We Saw Taking Center Stage

### 1. Plant-Based Powerhouses:

The expo floor was brimming with plant-based products, a trend growing steadily and taking center stage this year. From plant-based meats to noodles, the variety and creativity in this category was astounding. Attendees marveled at the ingenuity of transforming plants into delectable alternatives that don't compromise on taste or texture. We were thrilled to be part of this trend, showcasing our plant-based soft-serve ice cream that received rave reviews.

### 2. Food as Medicine:

Another major trend was the concept of food as medicine. This was highlighted by products packed with all-natural ingredients promoting health and wellness. High-protein content and gut-friendly probiotics were the stars of the show, catering to the growing consumer demand for functional foods that do more than just satisfy hunger. Our booth featured an in-booth presentation on formulating beverages with protein, which was a hit among the attendees eager to learn how to incorporate these health-boosting ingredients into their products.

### 3. Sustainable Packaging Solutions:

Sustainability continues to be a key focus in the food industry, and this year's expo showcased some innovative packaging solutions. Compostable packaging and refill-and-reuse systems were among the top highlights, emphasizing the industry's shift towards reducing environmental impact. These sustainable solutions are not just trends but essential steps towards a greener future.

# Scoops of the Future: Trends in Dairy & Dairy-Free Ice Cream in the U.S.

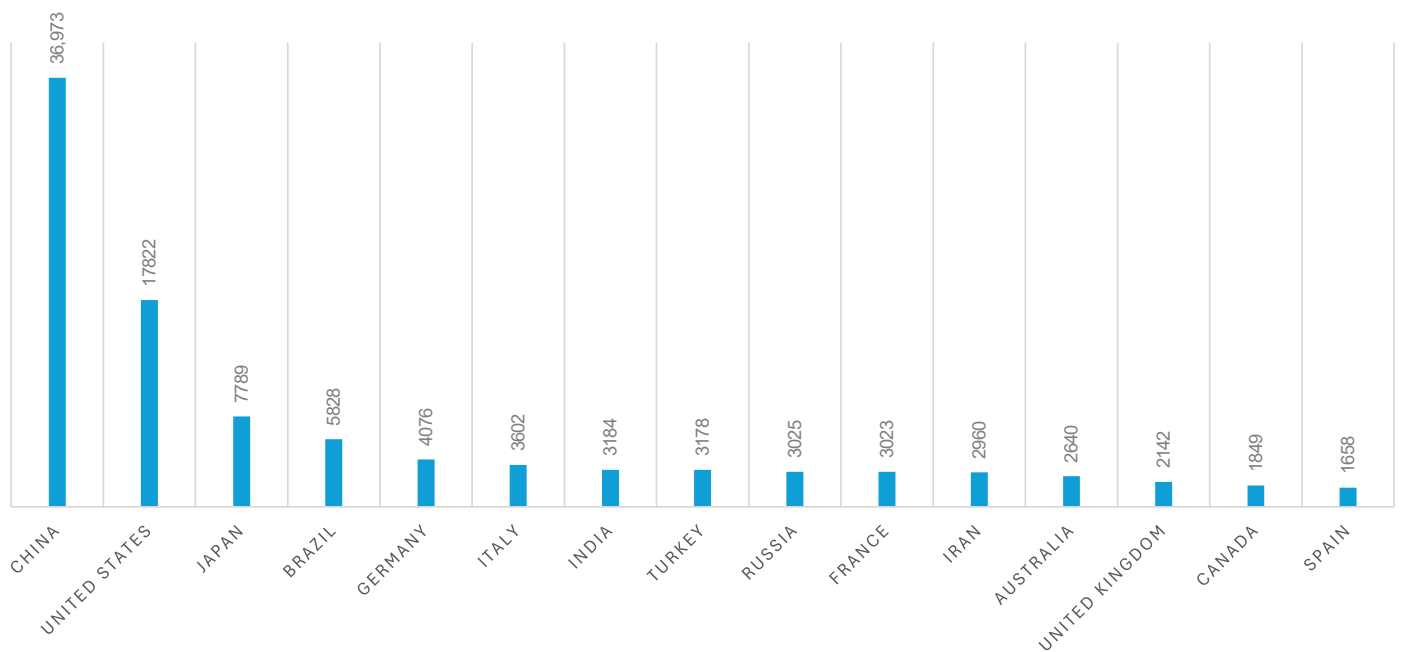
The ice cream scene in North America is on a delicious rise! By 2027, we’re expecting sales to soar over \$23.5 billion, growing at a cool 5% annually. The U.S. is leading the charge with \$21.4 billion in sales and a steady 4% growth rate. That’s a whopping 40 lbs. of ice cream per person each year, putting us in second place globally!

## Key trends from Innova Market Insights recent ice cream report:

**Dairy Delight:** A tasty 54% of Americans are reaching for dairy ice cream, while 14% are loving the non-dairy options. One-third of fans can’t resist indulging twice a week or more!

### THE UNITED STATES HAS THE SECOND HIGHEST RETAIL ICE CREAM RETAIL SALES

Global ice cream: Top 15 countries by retail market value (U.S. \$ million) (2023)



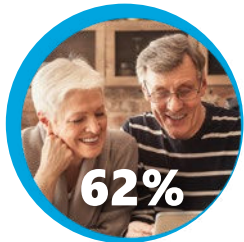
Source: Innova Market Sizing

**Who's Eating What:** Dairy is the go-to for older and lower-income folks. Meanwhile, Millennials and higher-income groups are all about those non-dairy delights.

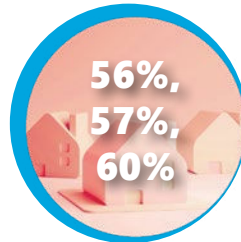
**OPPORTUNITY FOR DAIRY ICE CREAM WITH YOUNGER CONSUMERS**

**58% Responded**

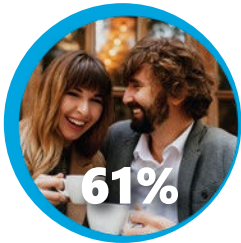
*Which of the following products have you purchased in the past 12 months? Select all that apply (US and Canada, 2024)*



**Boomers: 62%**  
 Generation X: 58%  
 Millennials: 56%  
 Generation Z: 50%



**Mid Income: 56%**  
**Mid-Low Income: 57%**  
**Low Income: 60%**  
 High Income: 51%  
 Mid-High Income: 49%



**Couple without Children: 61%**  
**Single Parent with Children: 59%**  
 Couple with Children: 56%  
 Flatmate/Friends: 55%  
 Living with Parents: 56%  
 Single Household: 56%

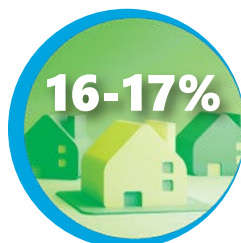
**... AND NON-DAIRY ICE CREAM TO GROW WITH GENERATIONS X & Z**

**14% Responded**

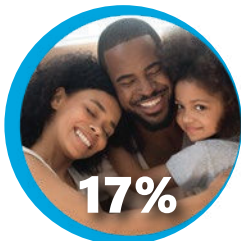
*Which of the following products have you purchased in the past 12 months? Select all that apply (US and Canada, 2024)*



**Millennials: 19%**  
 Boomers: 9%  
 Generation X: 14%  
 Generation Z: 14%



**High Income: 17%**  
**Mid-High Income: 16%**  
**Mid Income: 17%**  
**Mid-Low Income: 16%**  
 Low Income: 49%



**Couple with Children: 17%**  
**Single Household: 15%**  
 Couple without Children: 11%  
 Flatmate/Friends: 14%  
 Living with Parents: 13%  
 Single Parent with Children: 12%

Source: Innova Category Survey, 2024

**Top Brands:** Unilever and Nestlé are scooping up the most sales, with Unilever leading the way in cool new flavors. Blue Bell, Danone, and Humanco are shaking things up regionally. Don't forget the private labels, often found in your favorite supermarkets.

**UNILEVER AND FRONERI ARE THE LARGEST BRANDED ICE CREAM PLAYERS; PRIVATE LABEL IS ALSO STRONG IN THE U.S.**

*U.S. ice cream: % of market value (U.S.\$) by company (2023)*



US

Percentage of Category Market Value (U.S. \$)



Private labels: 17% of market; Artisanal: 3% of market;  
Other Companies: 24% of market

Source: Innova Market Sizing

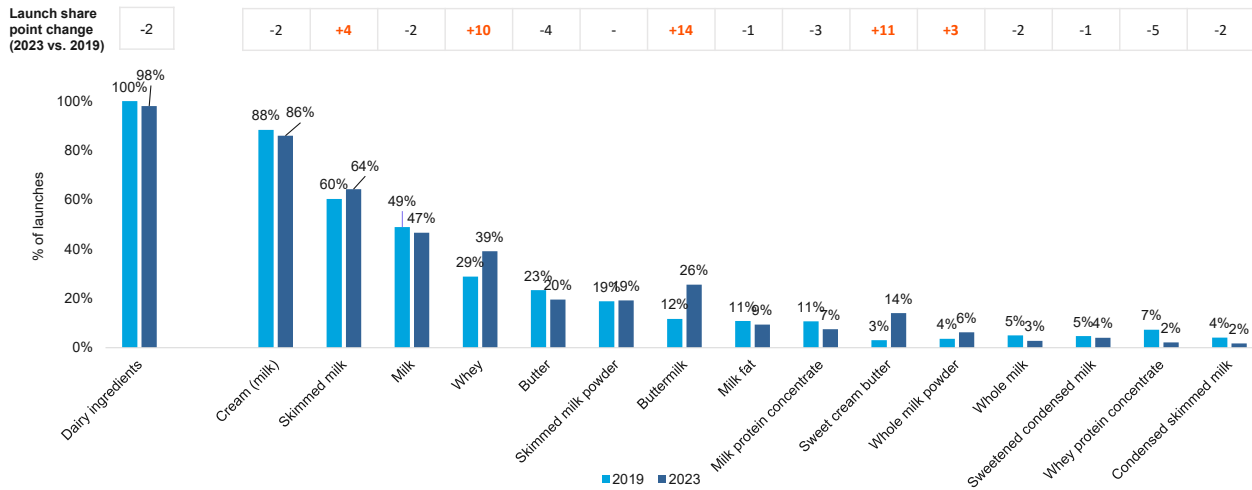
Note: Nestlé and R&R merged to create Froneri in 2016 and Froneri acquired the Nestlé USA ice cream business in 2020



**Why We Love It:** Taste and indulgence are the big draws. Ice cream lovers crave real ingredients and no additives. Plus, keeping it low on sugar is a sweet bonus.

## USE OF RICH DAIRY INGREDIENTS WHEY, BUTTERMILK AND SWEET CREAM BUTTER GREW THE MOST

*Dairy ice cream: % of launches for top 15 dairy ingredients (US and Canada, 2019 and 2023)*

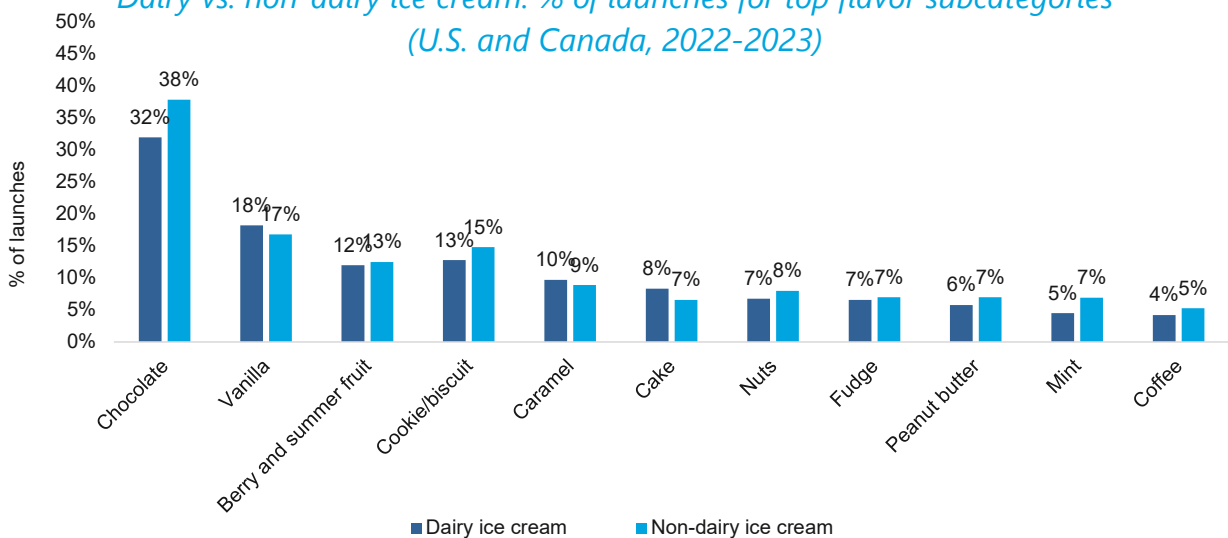


**Flavor Faves:** Vanilla, strawberry, and chocolate reign supreme for both dairy and non-dairy fans. Cookie and caramel are also top picks, and mango is a hit among non-dairy enthusiasts.

The future of ice cream in the U.S. is looking sweeter than ever! With a mix of classic flavors and innovative new options, there’s something delicious for everyone to enjoy.

## CHOCOLATE AND COOKIE FLAVORS SURGED FOR NON-DAIRY ICE CREAM

*Dairy vs. non-dairy ice cream: % of launches for top flavor subcategories (U.S. and Canada, 2022-2023)*



# Featured Ingredient: Flour



**Flour** is a fundamental ingredient in food manufacturing, offering versatility and functionality across various applications. It serves as a primary component in baking, thickening, and binding, contributing to the structure and texture of many products.

**Specialty flours**, such as **pea** and **rice**, provide additional benefits, including gluten-free options and unique flavor profiles, making them essential in diverse food applications.

## TRADITIONAL FLOUR OPTIONS

### Wheat Flour:

- Baked Goods: Provides structure and elasticity
- Sauces & Gravies: Acts as a thickening agent
- Pasta & Noodles: Contributes to firm and tender textures

### Whole Wheat Flour:

- Bread & Rolls: Adds fiber and a hearty flavor
- Cookies & Muffins: Enhances texture with a nutty taste

### Corn Flour:

- Tortillas & Flatbreads: Delivers a soft and pliable texture
- Baked Goods: Adds a sweet flavor and fine texture

### Potato Flour:

- Gluten-Free Baking: Adds moisture and helps retain freshness
- Soups & Sauces: Acts as a thickening agent with a smooth finish

## SPECIALTY FLOUR OPTIONS

### Pea Flour:

- Gluten-Free Baking: Adds protein and moisture
- Snacks & Crackers: Provides a crispy texture and enhances nutritional profile
- Soups & Sauces: Acts as a thickening agent with added nutritional benefits

### Rice Flour:

- Gluten-Free Products: Offers a light texture and neutral flavor
- Batter & Coatings: Creates a crispy, light coating for fried foods
- Desserts: Provides a smooth texture in puddings and pastries

*Interested in samples, pricing, or documentation? [Contact us today.](#)*