



The Secret **Ingredient**

International Food Products Corporation's Monthly Newsletter



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UPCOMING 2024 SHOWS

**SupplySide[®]
WEST**

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 DESSERT MONTH!

October is National Dessert Month, and there's no better time to perfect your sweet creations! IFPC is here to help you take your desserts to the next level with our wide range of high-quality ingredients and expert formulation assistance. Whether you're crafting a decadent chocolate treat, a creamy frozen dessert, or a unique plant-based option, our team is ready to provide tailored solutions that meet your exact needs. Let us partner with you to create desserts that will delight your customers and keep them coming back for more!

Let us know how we can support your innovations! Speak with an account manager today. [Contact us today to speak with an account manager.](#)

Check out our IT&A team's latest plant-based innovation – a horchata flavored soft serve!





Unlocking the Power of Food Colors with ColorEd

Three of our food scientists from our Ingredient Technology & Applications team, Morgan, Kenzie, and Nicole, recently participated in the ROHA ColorED class.

The class is an educational program *focused on deepening their understanding of color usage in the food industry.*

The course provided our teammates with **detailed knowledge on the application of both synthetic and natural colors**, as well as the regulations and innovations driving this field.

The primary objective of the ColorED class is to equip industry professionals with the skills and insights necessary to **effectively manage color in food products**, ensuring that they can achieve desired results with safety and stability in mind.





From Concept To Commercialization: A Dairy Foods Webinar, featuring Jenn Adams, IFPC's IT&A Director

This month Jenn Adams, IFPC's Ingredient Technology & Applications Director, delivered an insightful webinar packed with valuable information on the latest trends and innovations in dairy.

Here were the key takeaways:

- **Dairy Trends:** Jenn highlighted the latest consumer trends shaping the dairy market and how businesses can adapt to meet these evolving demands.
- **Product Innovation:** She shared strategies for developing innovative products and successful dairy line extensions.
- **Scaling Up:** Jenn offered expert advice on scaling up production while ensuring quality control and navigating the regulatory landscape.
- **Dairy Products Mastery:** Attendees learned key techniques for creating and commercializing popular products like buttermilk, sour cream, soft-serve ice cream, and yogurt.

To read [a more in-depth recap of the webinar, click here](#). Stay tuned for more exciting webinars in the future!

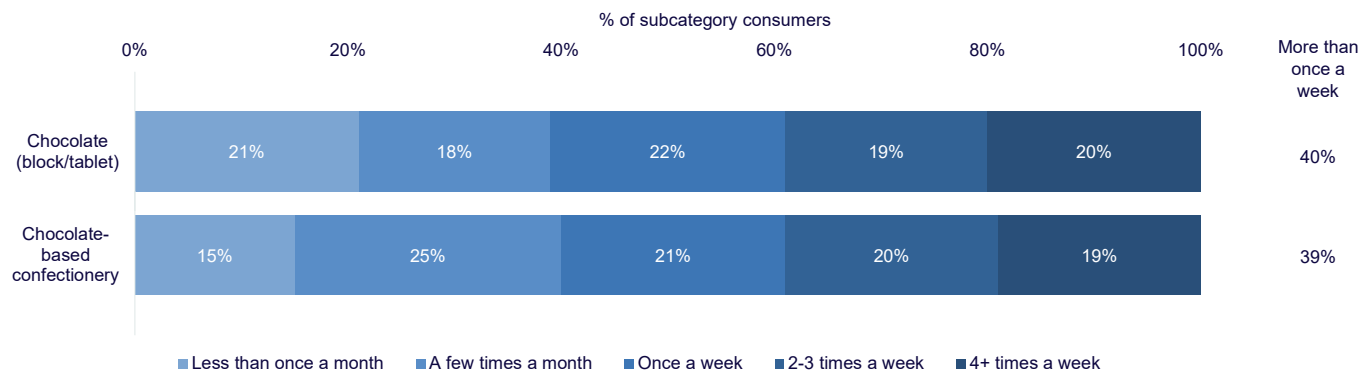


Sweet Insights: Chocolate Trends

Did you know 4 in 10 chocolate buyers enjoy their sweet treat more than once a week? That’s right! Chocolate isn’t just for special occasions anymore—it’s become a go-to indulgence for everyday comfort. This craving for frequent indulgence fits perfectly with today’s snack culture, where people love small, easy-to-enjoy treats that deliver both satisfaction and convenience. Whether it’s a quick pick-me-up or a delightful reward, chocolate proves it’s the perfect snack for every occasion!

4 IN 10 CHOCOLATE BUYERS CONSUME IT MORE THAN ONCE A WEEK

Figure 1: How often do you consume chocolate? (U.S., 2024)



Source: Innova Category Survey 2024

More people in the U.S. are upping their chocolate game! That’s right, more consumers are indulging in chocolate than cutting back, reflecting a growing love for comforting and satisfying foods. In today’s world, chocolate offers a delicious escape, whether it’s a little stress relief or a sweet moment of joy. Plus, with more premium and healthier options available, there’s something for every chocolate lover, making it easier than ever to enjoy!

MORE IN THE U.S. SAY THEY’VE INCREASED CHOCOLATE CONSUMPTION THAN DECREASED

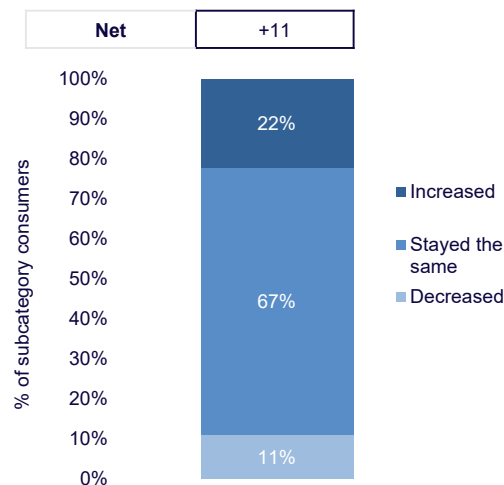


Figure 2: Have you increased or decreased your consumption of chocolate compared to 12 months ago? (U.S., 2024)

Source: Innova Category Survey 2024

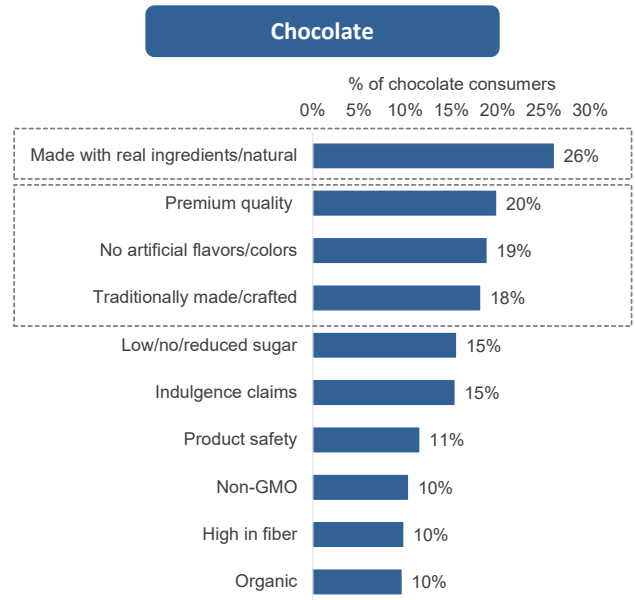


More than a quarter of U.S. chocolate buyers say “real ingredients” make all the difference when choosing their chocolate. This is part of a bigger trend toward clean, simple, and transparent products. Consumers are craving chocolates that feel authentic and trustworthy. And with around 20% of people valuing premium quality, no artificial ingredients, and traditional crafting methods, it’s clear that artisanal and high-quality chocolates are in high demand. People want their chocolate to taste great—and feel good about their choice, too!



U.S. CONSUMERS VALUE REAL INGREDIENTS

Figure 3: Which claims most influence your purchasing decision when consuming these chocolate subcategories? Select up to five (Top claims shown) (U.S., 2024)



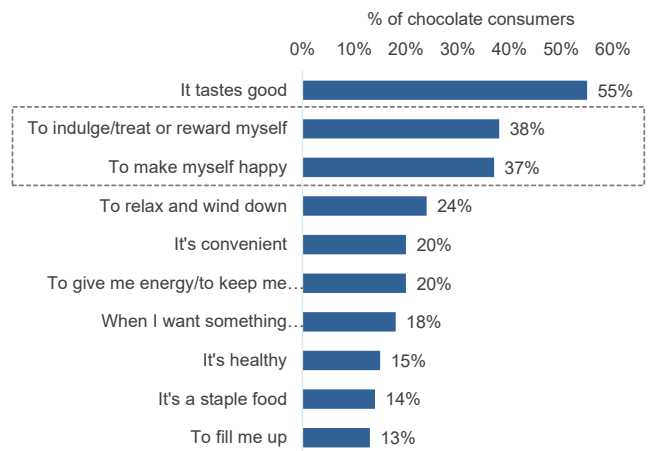
Source: Innova Category Survey 2024

Why do most people eat chocolate? Because it tastes amazing! Over half of consumers say they reach for chocolate simply because of its incredible flavor, and many do so to treat or reward themselves. This speaks to the joy chocolate brings as a sensory delight and a mood booster. The happiness factor is real—chocolate is more than just a snack; it’s a little moment of bliss that satisfies both your taste buds and your soul!



BEYOND TASTE, CHOCOLATE IS USED AS AN INDULGENT TREAT OR REWARD THAT BRINGS HAPPINESS

Figure 4: Why do you consume chocolate? Select up to five (Top 10 reasons) (U.S., 2024)



Source: Innova Category Survey 2024

What’s the number one reason people buy chocolate in 2024? Flavor, of course! A whopping 51% of consumers say taste is the most important factor, showing just how much we love our indulgent, satisfying treats. And when it comes to type, milk chocolate is still the reigning favorite, chosen by 46% of buyers. It’s clear that comfort and familiarity are key, but with dark chocolate gaining some ground thanks to its health benefits, there’s room for all kinds of chocolate lovers in this sweet market!

**FLAVOR MOST INFLUENCES CHOCOLATE PURCHASING;
MILK CHOCOLATE IS PREFERRED TYPE (FIGURES 5 AND 6)**

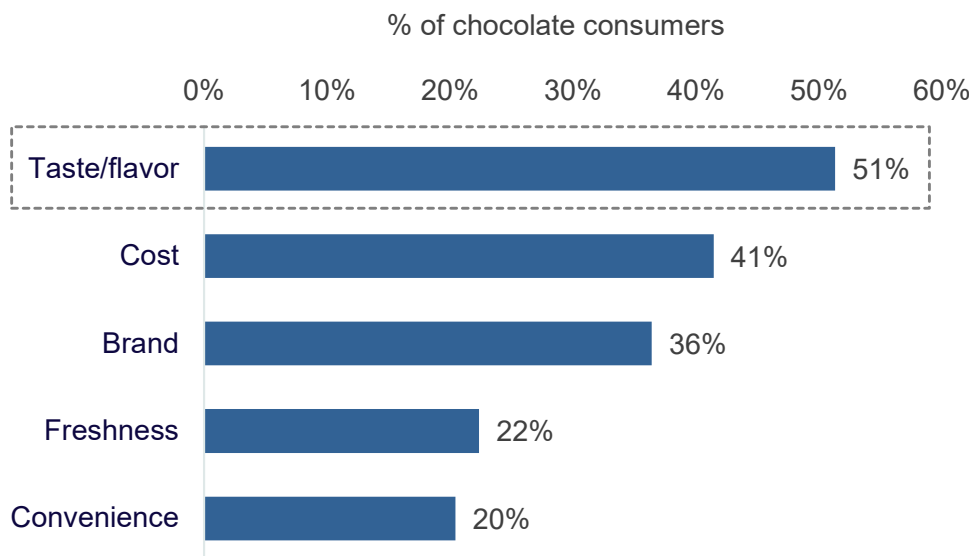


Figure 5: What product attributes most influence your purchasing decision when buying chocolate? Select up to three (Top five attributes) (U.S., 2024)

Source: Innova Category Survey 2024

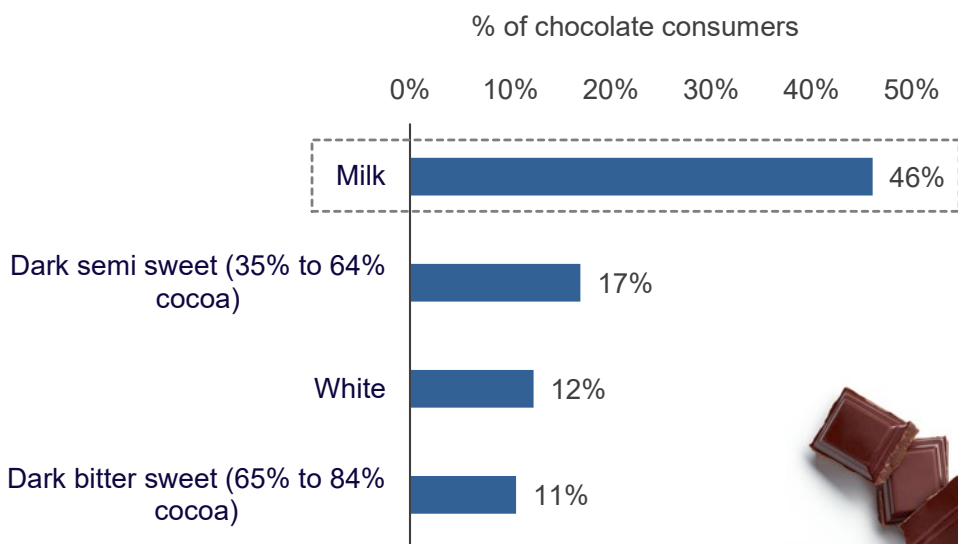


Figure 6: What is your preferred chocolate type? (Top types shown) (U.S., 2024)

Source: Innova Category Survey 2024



Featured Ingredient: Plant-Based Proteins



Plant-based proteins provide a sustainable alternative to animal proteins, catering to the growing demand for eco-friendly and ethically sourced ingredients. They offer versatility in formulations, allowing manufacturers to create innovative products that appeal to health-conscious consumers seeking protein-rich, allergen-friendly options. Additionally, **plant-based proteins** help brands align with market trends towards healthier, flexitarian eating habits, enhancing product appeal and marketability.

PLANT-BASED PROTEIN OPTIONS

- Faba Bean Protein
- Pea Protein
- Rice Protein
- Soy Protein
- Textured Soy Protein

PLANT-BASED PROTEIN BENEFITS

- **Nutritional Benefits:** Rich in fiber, vitamins, and minerals, supporting a balanced diet and reducing inflammation.
- **Sustainability:** Requires fewer resources and generates lower greenhouse gas emissions than animal proteins.
- **Health Advantages:** Linked to reduced risks of heart disease, high blood pressure, and certain cancers due to lower saturated fat and cholesterol.



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