

The background of the entire page is a high-quality photograph of various food ingredients arranged on a white marble surface with light brown veining. In the top left, there are several stalks of golden wheat. Below them, a pile of white granulated sugar is visible. In the center, there is a large pile of light-colored, chunky powder, possibly almond meal or coconut flour. To the right of this, there are two small, round, terracotta-colored bowls filled with a fine, brown powder, likely cocoa or brownie mix. In the bottom left, a small white bowl contains a white powdery substance, possibly flour. On the far right, a white bowl contains a smooth, light-brown liquid, possibly a soup or sauce, with a spoon resting inside. The overall composition is clean and professional, emphasizing natural food ingredients.

The Secret **Ingredient**

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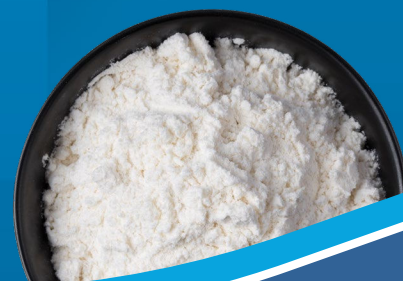
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WHEY PROTEIN





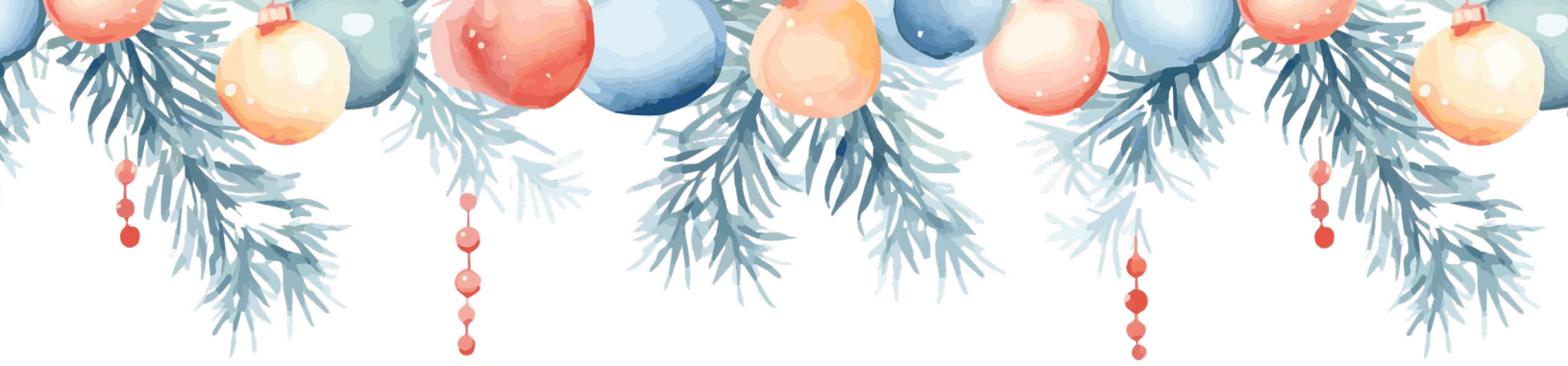
HAPPY STUFFING MONTH!

Below are some of the ingredients we offer to stuffing manufacturers to enhance flavor, texture, and functionality:

- **Binders and Texturizers**
- **Fat and Oil Ingredients**
- **Flavor Enhancers**
- **Preservatives and Shelf-Life Extenders**
- **Fiber Enrichment**
- **Plant-Based Alternatives**

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





Giving Back to Kick Off the Holiday Season!



Our IFPC team came together to make a difference in our community. From organizing meals at local shelters and supplies for mothers in need to decorating local foundations for the season, we are proud to support local charities and spread holiday cheer. Thank you to our amazing teammates for their generosity, compassion, and commitment to giving back! Together, we're not just helping others; we're building a brighter, more connected community.

Here's to the start of a season filled with kindness and gratitude!



The Top F&B Trends for 2025 from Innova Market Insights

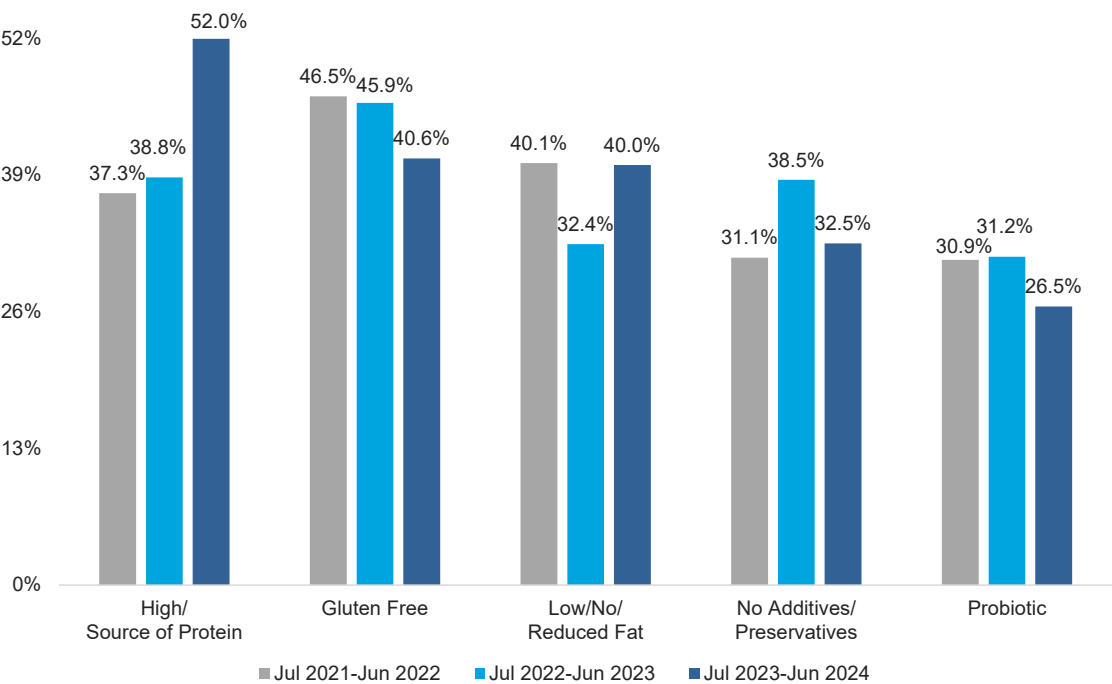


Spoonfuls of Change: Dairy and Non-Dairy Yogurt Trends In The U.S. & Canada

“High/source of protein” continues to dominate as the leading positioning claim for both dairy and non-dairy yogurt in the U.S. and Canada, reflecting its appeal to health-conscious consumers. Other significant claims, such as gluten-free, low/no/reduced fat, and no additives/preservatives, also maintain strong positions, showcasing consumer demand for clean labels and health-focused options. Emerging claims like lactose-free, organic, and added calcium are gaining prominence, indicating evolving consumer preferences.

HIGH/SOURCE OF PROTEIN IS THE LEADING CLAIM DURING JUL 2023-JUN 2024

Figure 1: Top 5 positionings for dairy & non-dairy yogurt cluster in the U.S. & Canada



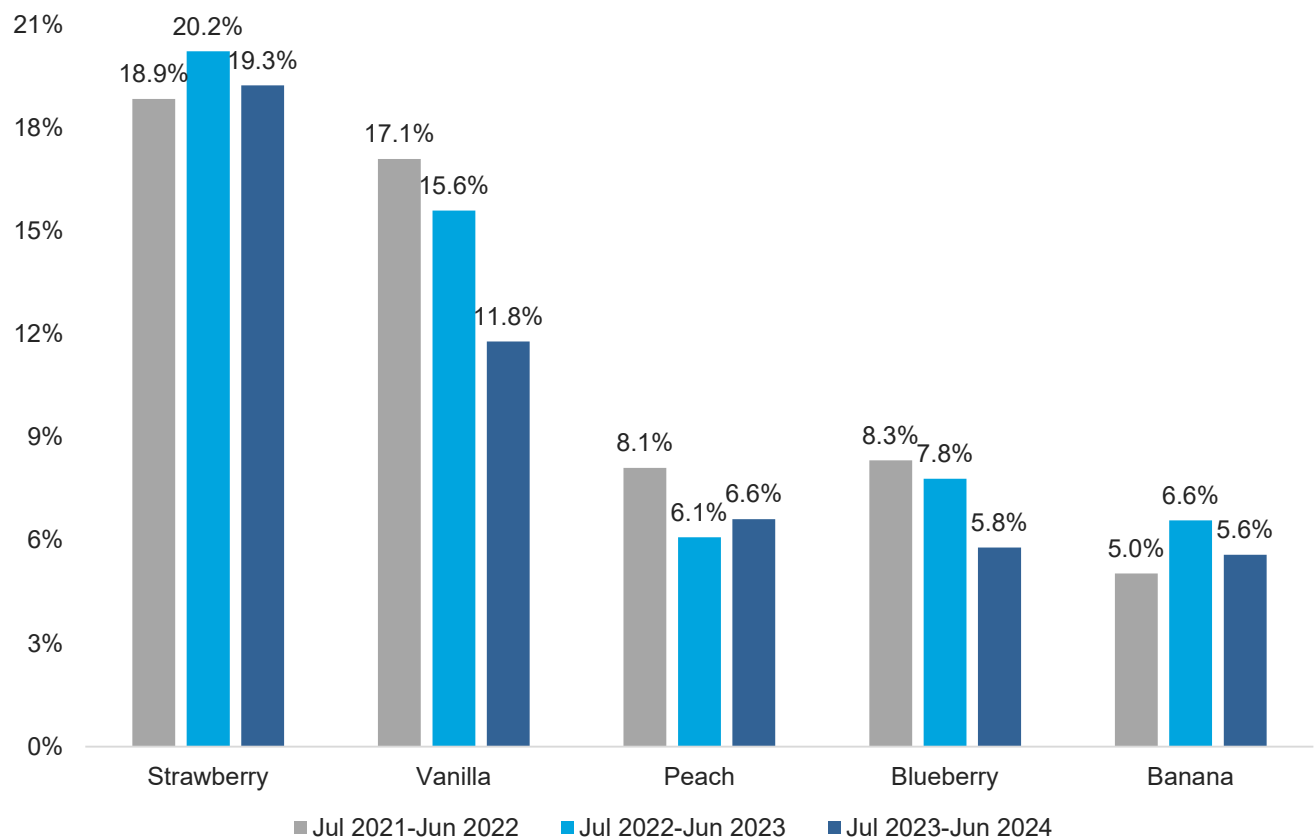
Apart from the top 5 claims, **lactose free**, **organic**, **low/no/reduced calorie**, **added calcium** and **limited-edition** claims are gaining prominence in Jul 2023-Jun 2024.

Source: Innova Database

Strawberry, vanilla, peach, blueberry, and banana are the top flavors, with four out of five being fruit-based, showcasing consumers’ preference for familiar and naturally sweet profiles. Passion fruit, coconut, guava, key lime, and cheesecake flavors are rising in popularity, reflecting a shift towards exotic, indulgent, or innovative taste experiences in yogurt.

4 OUT OF 5 TOP FLAVORS ARE FRUITS

Figure 2: Top 5 flavors for dairy & non-dairy yogurt cluster in the U.S. & Canada



Apart from the top 5 flavors, **passion fruit, coconut, guava, key lime** and **cheesecake** flavors are gaining prominence in Jul 2023 -Jun 2024.

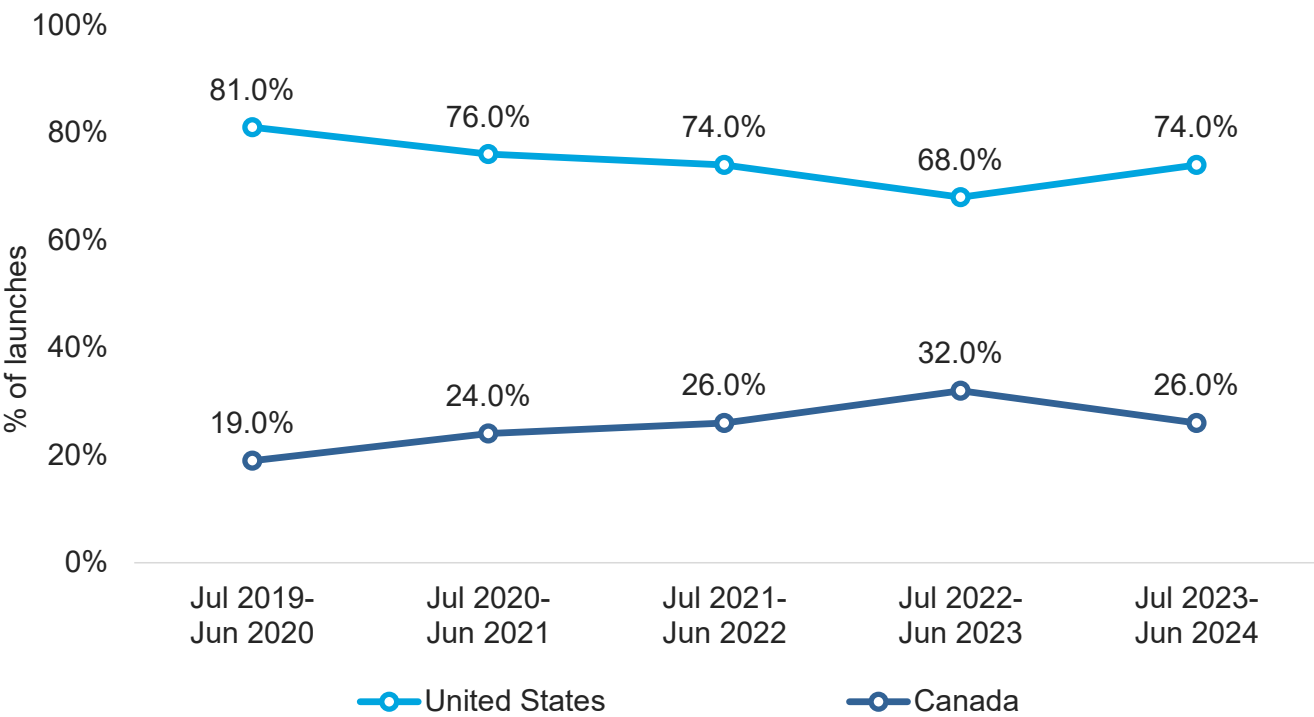
Source: Innova Database



The U.S. accounts for the majority of new dairy and non-dairy yogurt launches compared to Canada, consistently maintaining a dominant share over time. While Canada shows some fluctuation in its percentage of launches, the CAGR for both countries remains at 2.9%, highlighting steady growth in this category. This trend underscores the U.S. as a key driver for innovation and product diversity in the yogurt market.

THE U.S. CONTINUES TO DOMINATES CLUSTER LAUNCHES IN UP TILL JUN 2024

Figure 3: Dairy & non-dairy yogurt cluster launches in U.S. & Canada, by country



Consumers in the U.S. look for dairy-based snacks when serving a treat for their children (23% of respondents).

Source: Innova Database



Featured Ingredient: Whey Protein



Whey protein is a complete, high-quality protein derived from milk during the cheese-making process. It offers excellent bioavailability, making it one of the most effective protein sources for muscle repair and growth. Whey protein is a versatile ingredient that supports diverse dietary needs, from athletic performance to general wellness. Its functional properties allow manufacturers to create a wide range of products that appeal to consumers seeking convenient, protein-rich options.

OUR WHEY PROTEIN OPTIONS

- Whey Protein Concentrate
- Whey Protein Isolate
- Hydrolyzed Whey Protein
- Whey Protein Powder Blends

+ WHEY PROTEIN BENEFITS

- **Nutritional Benefits:** High in essential amino acids, particularly branched-chain amino acids (BCAAs), which support muscle recovery and growth.
- **Functional Versatility:** Provides excellent solubility, emulsification, and gelation properties, making it ideal for beverages, bars, and baked goods.
- **Health Advantages:** Supports weight management, immune function, and muscle preservation, while contributing to improved bone health.
- **Sustainability:** A byproduct of cheese production, whey protein helps reduce waste in the dairy industry and supports circular food systems.

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