



The Secret **Ingredient**

International Food Products Corporation's Monthly Newsletter



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HAPPY NATIONAL EGGNOG MONTH!

At IFPC, we specialize in providing high-quality eggnog bases that make your formulation process simple and seamless. Our eggnog bases combine premium dairy solids, pasteurized egg yolk, and essential stabilizers to ensure a creamy texture and perfect consistency. Sweeteners, natural or artificial nutmeg and vanilla flavors, and expertly blended spices deliver that traditional holiday taste consumers love. IFPC's eggnog bases offer convenience, safety, and unbeatable quality.

Let IFPC help you create the perfect festive beverage this season! [Speak with an account manager today.](#)

Supporting Families In Need During The Holiday Season!

This year, we at IFPC came together once again to support the **Adopt A Family program**, and we couldn't be prouder as a team. Thanks to everyone's generous donations, we were able to help four families, bringing them joy and comfort during the holiday season. Giving back to our community is a tradition we cherish, and it's incredible to see the kindness and compassion that our team shows year after year. Together, we're making a meaningful difference in the lives of others, and that's something truly special.

Thank you to everyone who contributed and made this tradition a continued success!

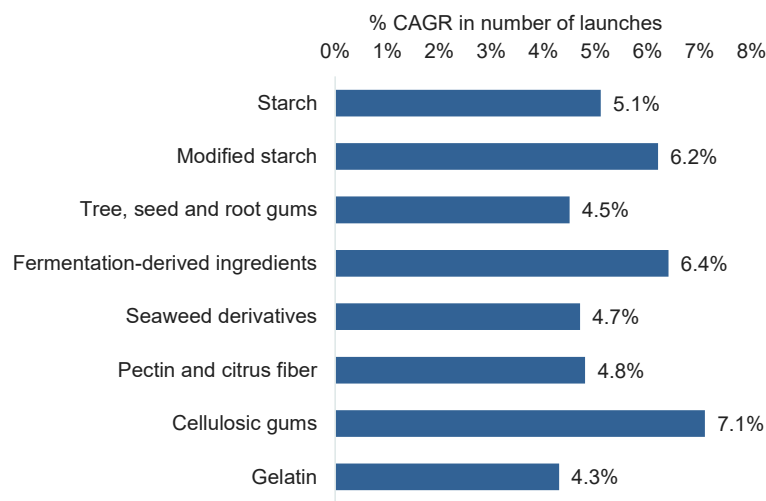


Texturizing Ingredients: A Peek At Consumer Preferences

Consumers continue to favor foods and beverages with appealing textures, and manufacturers are responding with various texturizing ingredients. *But what texturizing ingredients do they prefer?* Currently, starches remain the most used by manufacturers. However, cellulosic gums are the growing fast within new product launches.

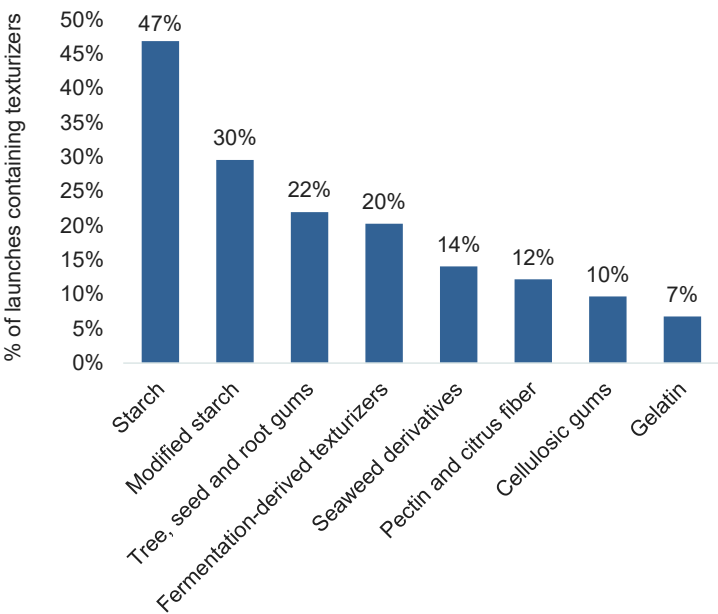
STARCHES ARE THE STALWARTS OF TEXTURIZING, BUT CELLULOSIC GUMS ARE GROWING FASTEST

Figure 1: Growth in launches tracked with added texture ingredients by ingredient category (% CAGR in number of launches, 2019-2020 to 2023-2024)



Rather counter-intuitively, artificial texturizers have performed best in the past five years; however, this has largely been driven by advanced technical needs in the plant-based foods arena and as meat substitutes NPD starts to slow, the rise of artificial ingredients could also level off.

Figure 2: % of different types of texture ingredients in total food and beverage launches tracked with such ingredients added (2023-2024)

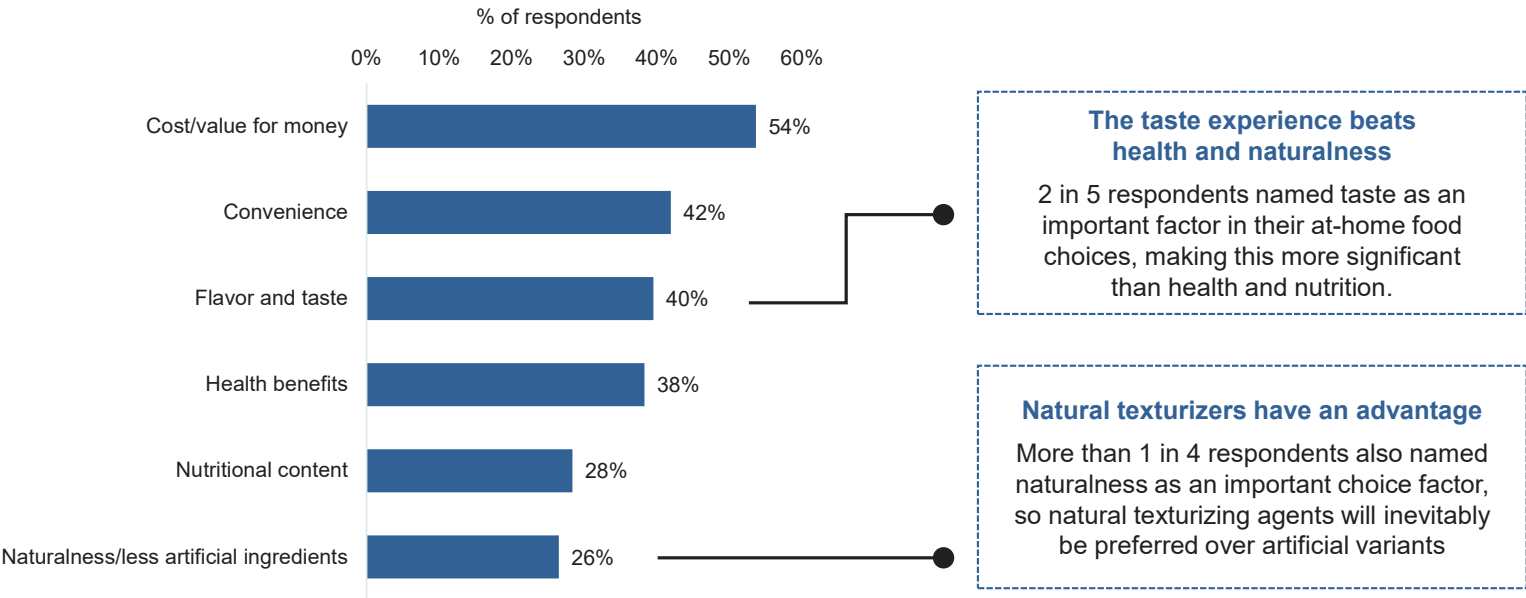


Source: Innova Database

When assessing food and drink needs for the home, cost is still the single most important consideration for consumers, with convenience in second place; taste and flavor is a close third, however, and remains more important than health benefits or overall nutritional content.

TASTE IS AMONG THE TOP CONSIDERATIONS FOR FOOD SHOPPERS

Which aspects are most important for you when consuming food and beverage at home? Select up to five (Top responses) (2024)



Source: Innova Trends Survey 2024



COST/VALUE



CONVENIENCE

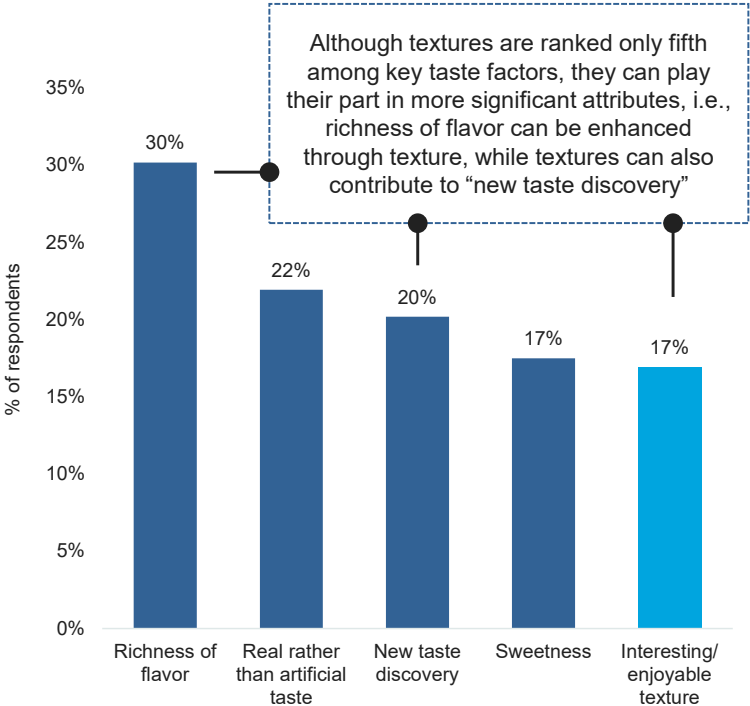


FLAVOR & TASTE

When asked about the enjoyment they take from food and drink, only 17% named an interesting or enjoyable texture as a major factor; however, 30% named richness of flavor and 20% new taste discovery, both of which are likely to include textural elements as part of their impact on mouthfeel and the eating experience.

TEXTURE CAN BOOST ENJOYMENT IN FOOD AND DRINKS

Figure 4: What are the most important drivers of enjoyment and pleasure in food for you? Select up to five (Taste factors) (2024)



Younger consumers are slightly more interested in enjoyable textures

18%
of Generation Z and Millennials
selected “interesting/enjoyable texture” as
part of their enjoyment in eating and drinking



vs. **15% to 16%**
of Generation X and Boomers

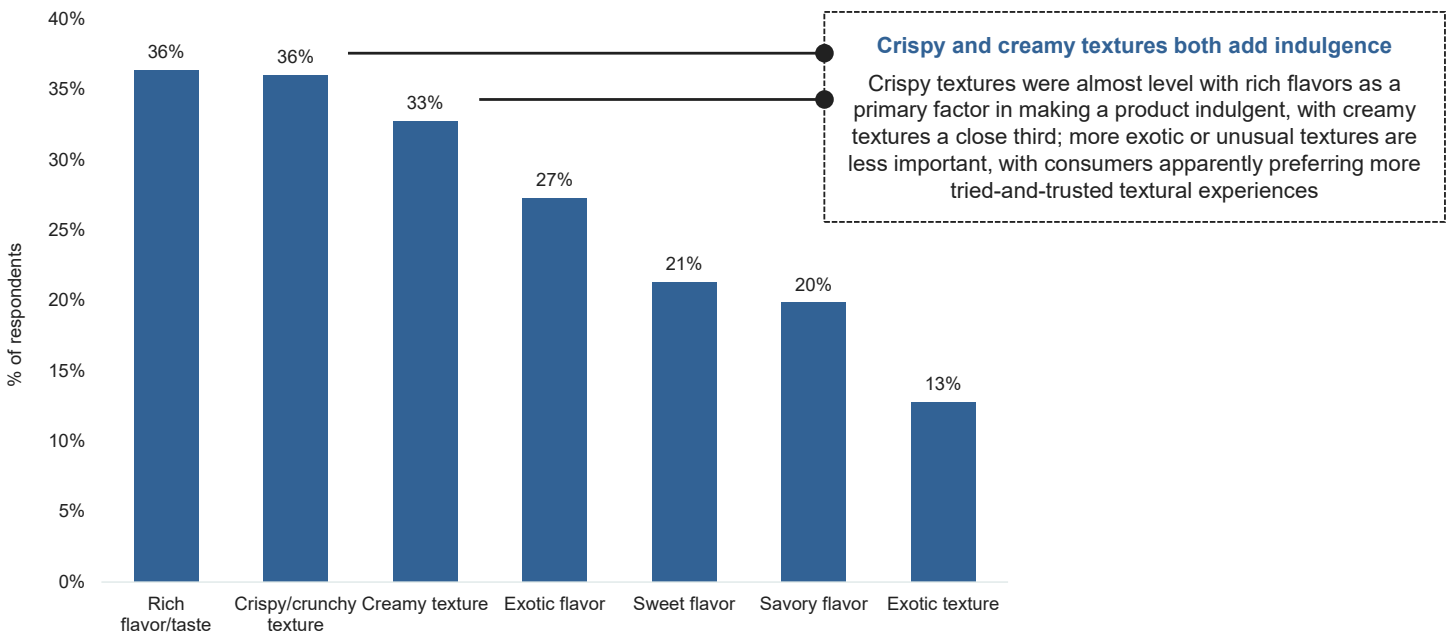
Source: Innova Lifestyle & Attitudes Survey 2024



Meanwhile, richness of flavor is the #1 attribute of an indulgent food or drink, but textural elements are significant: crispy or crunchy textures ranked second (important to 36% of respondents) and creamy textures third (33%).

BEYOND SIMPLE ENJOYMENT, TEXTURES ARE ALSO SIGNIFICANT IN CREATING INDULGENCE

*Which attributes make the food and beverage experience indulgent to you?
Select up to five (Top responses related directly to the taste experience) (2024)*



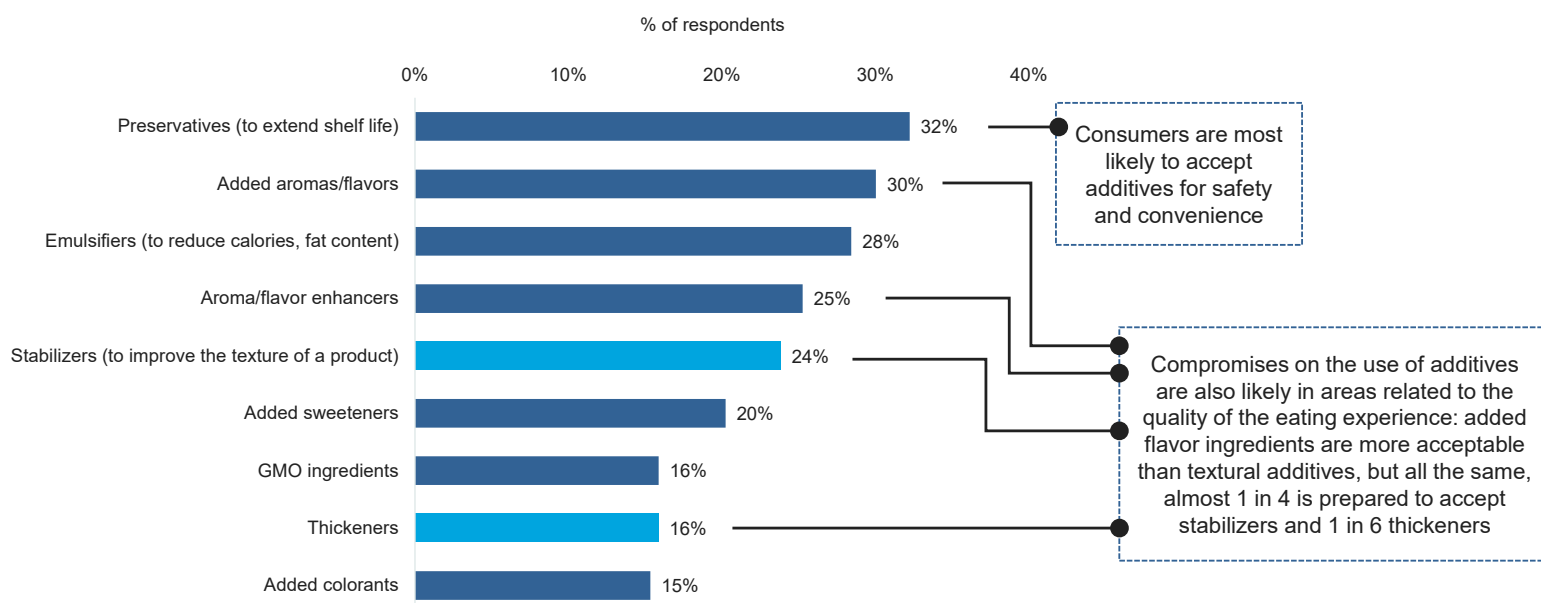
Source: Innova Trends Survey 2024



Around 1 in 4 consumers say that they would accept the presence of stabilizers in their food and drink, while 1 in 6 would accept thickeners. Naturalness remains a significant consumer driver, however, acceptance of ingredients is likely to be higher if they have more natural credentials.

MANY CONSUMERS WILL ACCEPT TEXTURIZING INGREDIENTS IN THEIR FOOD

What ingredient types are you most likely to accept when evaluating an ingredient list? Select up to three (2024)



Source: Innova Packaging Survey 2024





IFPC Trade Show Adventures: Where to find us in 2025!

1.

**INTERNATIONAL
SWEETENER COLLOQUIUM**
FEBRUARY 23-26
PALM SPRINGS, CA

2.

**IFMA - CHAIN OPERATORS
EXCHANGE (COEX)**
MARCH 2-4
KANSAS CITY, MO

3.

**SCIFTS SUPPLIERS
NIGHT EXPO**
MARCH 4
GARDEN GROVE, CA

4.

IBDEA
MARCH 6-10
ST. PETE BEACH, FL

5.

UNIPRO
MARCH 10-12
DENVER, CO

6.

NIOP CON
MARCH 16-19
OMNI RANCHO, LAS PALMAS

7.

ABA CONVENTION
MARCH 23-26
ORLANDO, FL

8.

ALL STAR CONVENTION
MARCH 23-25
HOLLYWOOD BEACH, FL

9.

**GOLBON
SPRING CONFERENCE**
MARCH 24-26
SAN DIEGO, CA



CLICK HERE TO VIEW
ALL 2025 TRADESHOWS



Featured Ingredient: Sugar

Sugar is a versatile, foundational ingredient that delivers sweetness, texture, and functionality across various food and beverage applications. Beyond its primary role in flavor, sugar contributes to browning, moisture retention, and preservation, making it essential for product formulation. Whether you're developing baked goods, confections, beverages, or dairy products, sugar remains a trusted choice for meeting consumer expectations for taste and quality.

OUR SUGAR OPTIONS

- Bakers Sugar
- Brown Sugar
- Cane Sugar
- Granulated Sugar
- Powdered Sugar

CONTRACT YOUR SUGAR WITH US

Price Stability: Protects against market volatility and price spikes.

Reliable Supply: Ensures consistent access and avoids shortages.

Cost Efficiency: Bulk purchasing offers better pricing and terms.

Inventory Control: Simplifies planning and prevents stock issues.

Supply Chain Security: Guarantees quality and mitigates disruptions.

WHY CHOOSE IFPC

- Distribution centers strategically located across the country
- No broken pallet charges or penalties
- We offer supply chain diversity through our strong network of supplier partners
- We have flexible MOQs and lead times



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