



# *The Secret* **Ingredient**

International Food Products Corporation's Quarterly Newsletter



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# Featured Ingredients

## SUGAR



*Sweetening Solutions  
for Every Application*

## TAPIOCA STARCH



*Clean, Versatile, and  
Naturally Functional*

## PHOSPHATES



*Enhancing Texture,  
Stability, & Performance*

[REQUEST A QUOTE OR SAMPLE TODAY!](#)

## Company Announcements: IT&A Lab Launch

We're thrilled to announce the launch of our Ingredient Solutions Center! This cutting-edge facility empowers our Ingredient Technology & Applications (IT&A) team to create custom ingredient solutions that drive your product success!

From texture and flavor to stability and nutrition, we're here to tackle your toughest formulation challenges.

[FOR THE FULL PRESS RELEASE CLICK HERE](#)

Let's shape the future of food innovation together!



# IT&A Product innovations: Quarterly Milks



Our flavored milks collection is inspired by spring botanicals. By blending rich flavors with natural ingredients we have created a portfolio of unique wholesome tastes. The four flavors crafted by our Ingredient Technology & Applications (IT&A) team are: Chocolate Caramel, Elderberry, Peach Mint, and Root Beer.

[CLICK TO VIEW IFPC'S Q1 MILK FLAVORS](#)

## Upcoming Events:

### MARCH

10th-12th  

 National Harbor, MD

23rd-25th  

 Hollywood Beach, FL

24th-26th  

 San Diego, CA

### APRIL

14th-16th  

 Rosemont, IL

15th-17th  

 Madison, WI

23rd-24th  

 Orlando, FL

### MAY

13th-15th  

 Indianapolis, IN

### JUNE

1st-3rd  

 New Orleans, LA

8th-10th  

 Kansas City, MO

[MEET WITH US AT AN UPCOMING SHOW](#)

# Industry Trends: Top 10 Food & Beverage Trends from



**1. INGREDIENTS & BEYOND**  
As the demand for added value becomes standard, elevating quality beyond ingredients is the key.



**2. PRECISION WELLNESS**  
Information culture raises the bar by challenging brands to meet targeted nutritional needs at any life stage



**3. WILDLY INVENTIVE**  
Consumers crave the extraordinary, prompting companies to create surprising mash-ups that give a “wow” effect.



**4. FLOURISH FROM WITHIN**  
Growing awareness of feeding the microbiome creates a space for the next ingredient to step into the spotlight: fiber.



**5. RETHINKING PLANTS**  
The intense buzz of plant-based alternatives has quieted, rerouting consumers’ natural pursuits to plants in real & recognizable forms.



**6. CLIMATE ADAPTION**  
Brands & consumers must find balance between personal values and product choices to get ahead of an everchanging climate.



**7. TASTE THE GLOW**  
With the cosmetic industry booming, now is the time to bring beauty-enhancing features into food.



**8. TRADITION REINVENTED**  
In a world that’s constantly evolving, consumers wish to rediscover the flavors of their culinary heritage, embracing authenticity and tradition.



**9. MINDFUL CHOICES**  
As consumers prioritize their mental and emotional wellbeing, brands are crafting innovations that connect with feeling.



**10. BYTES TO BITES**  
Because of AI, brands are moving from infinite capabilities to concrete applications that elevate consumer experiences.