

The Secret **Ingredient**

International Food Products Corporation's Quarterly Newsletter



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Featured Ingredients

CORN SWEETENERS



Versatile for various food and beverage formulations

SPECIALTY FLOURS

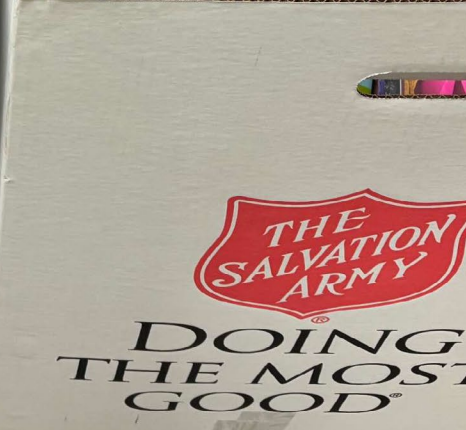


Creates unique textures, flavors, and nutrition functionality in diverse food applications

REQUEST
A QUOTE
OR SAMPLE
TODAY!

Company Announcements: Salvation Army Toy Drive

In July, IFPC proudly hosted a “Christmas in July” Toy Drive in support of The Salvation Army Midland Division. Thanks to the generosity of our team, we collected over 100 items for donation to tweens and babies. We extend our sincere appreciation to all employees who contributed, helping to spread joy and make a meaningful impact, even during the summer months.



IT&A Product innovations: Quarterly Milks



CLICK TO
VIEW IFPC'S
Q3 MILK
FLAVORS

Our flavored milks collection is inspired by summertime favorites. 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: **Banana Split, Guava Colada, Tri-Pop, Vanilla Spice Eggnog.**

Upcoming Events:

OCTOBER

19th-
21st



Boston,
Massachusetts

NOVEMBER

4th



Mississauga, Ontario

5th



Rosemont, IL

12th



Boise, ID

20th



Frisco, TX

MEET WITH
US AT AN
UPCOMING
SHOW

Contact
us Today!





FEATURE STORY:

IFPC'S STANCE ON *CLEAN LABEL* INGREDIENTS



“IT&A OFFERS APPLICATION SUPPORT, WORKING HAND-IN-HAND WITH CUSTOMERS”

WHAT'S THE BUZZ?

This quarter, IFPC spotlighted its commitment to clean label ingredients that are simple, recognizable, and minimally processed. According to Innova Market Insights, over one-third of food and beverage launches in the U.S. and Canada now include clean label claims. The most common are “no additives/preservatives,” followed by “non-GMO,” “organic,” and “natural.” Consumers are actively seeking transparency and recognizable ingredients.

WHAT DOES “CLEAN LABEL” MEAN AT IFPC?

According to John N. Browning, IFPC's Senior Director of Business Development, a clean label means using ingredients you would find in “grandma's pantry.” While definitions may vary, the industry consistently gravitates toward minimally processed, familiar items. **IFPC's portfolio reflects this philosophy**, featuring sweeteners such

as sugar, honey, and molasses; texturizers like native starches and functional flours; proteins that include both dairy and plant-based options; and other essentials such as vinegar, sea salt, lecithin, cocoa powder, and essential vitamins.



HOW IFPC HELPS BRANDS NAVIGATE CLEAN LABEL

It can be a challenge to ‘clean up’ an ingredient label to meet the latest standards, but **IFPC’s team of food scientists, IT&A, are well-versed in the ins and outs of making custom clean label blends.** IT&A offers application support, working hand-in-hand with customers to find the balance of interconnected ingredients to reach the ideal flavor and texture. Additionally, IFPC’s scientists work as an extension of the customer’s R&D department, using industry knowledge and experience to make ingredient recommendations and streamline the product development process.



WHY IT MATTERS

Consumers are increasingly scrutinizing ingredient lists. Three-quarters of consumers say they’ve reconsidered purchases based on ingredient lists. Michelle Kozora, IFPC’s Director of Market Development, notes that people want “real” ingredients they can understand and feel confident sharing with their families.

“PEOPLE WANT “REAL” INGREDIENTS THEY CAN UNDERSTAND AND FEEL CONFIDENT SHARING WITH THEIR FAMILIES”

LOOKING AHEAD

Clean label isn’t just a trend, it’s a movement. IFPC has been finding ways to help customers innovate their product solutions since its inception and plans to continue to evolve as “clean label” evolves in the industry. As Michelle Kozora put it, “Clean labels are here to stay.”