



Global
Insights

2023 Trend Guide

Consumer trends and ingredient innovations:
Highlights from Fi Europe 2022
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Red Bull's ex-head of marketing shares strategies for social branding success

Ex-head of marketing at Red Bull Europe and current CEO of energy drink TENZING, **Huib van Bockel**, shares his top tips for cutting through the marketing noise and creating a socially relevant brand.

Nature-lover and outdoor sports fan, Huib Van Bockel was chief marketing officer for Europe at energy drink giant Red Bull for over seven years. He left Red Bull in 2016 and set up TENZING Natural Energy, a B-Corp-certified, plant-based energy drink that is outpacing traditional synthetic energy drinks five-fold in terms of growth.

Ingredients Network caught up with the CMO-turned-CEO to find out his top tips for being a socially relevant and successful brand today. His one piece of advice can be summarised in five words: Be unique, focused, and patient.

For a successful product launch, be unique, focused, and patient

"When I was at Red Bull, thousands of brands started in the energy drink space and they were just exactly the same: same taste, same look, and same feel. They had names like 'Devil', and they all had a very cheap price, and they all failed. You have to have a unique product," said van Bockel.

"From a brand perspective, a product also [needs to be] really focused. Now that sounds obviously very logical, but I think no one does it well."

"To do so well, brands must first identify which community they want to focus on with a highly targeted approach and product," van Bockel said.

"One of the best examples out there is Strava, the app for outdoor sports that maps your [itinerary] and tells you how fast you've gone. There are lots now, but Strava was one of the first ones. It could have been used for anything – running, cycling, walking, everything – but they decided only to focus on cycling for about six or seven years."

"And that was one of their big debates internally: when should we open it to runners? But for years they said no, they wanted to stick to cycling to really make a rich [experience] and allow that community to talk to each other."

While Strava eventually did expand to other activities, it only did so when it was sure it had a loyal base in the cycling community.

Fever Tree and Deliveroo created the 'halo effect' with consumers

"I think that's a great example of really sticking to one community and making it very successful there. In the food and drink space, Fever Tree also did it really well. They focused on getting into the best restaurants and, for a very long time, their slogan was, 'We're available in the seven of the 10 best restaurants in the world.' This kind of had a halo effect to a larger audience."

Another food sector example is the food delivery company Deliveroo, which focused initially on serving just one postcode in London.

"They nailed that one postcode and, when they did that really well, they added a second postcode. [From] there, you can go quickly all of a sudden, but every successful





Huib van Bockel
TENZING
CEO

business has done an extreme focus in the beginning," he said. "Too often, people launch a product and want to [start selling] in Tesco. But you can never market to that big audience straight away."

A final piece of advice is – perhaps the most frustrating for an entrepreneur – take your time.

"A lot of people want to exit or make a lot of money quick. But I think every new business takes a long time to really get into its own."

How to be a social brand in an era of social noise

According to van Bockel, most businesses are too focused on selling more products to stop and ask themselves how they could serve their consumers better and more meaningfully.

However, the core message of his book, *The Social Brand*, is about the importance of being social and purpose-driven – something that was not necessarily on most big businesses' radars over one decade ago.

"If I give you something that [has value], something that you enjoy, you'll be more inclined to like me back. True loyalty is given by being really social," he said.

Brands should also be willing to simply give to their community, without necessarily expecting something immediate in return. The multinational sportswear company, Nike, leverages this successfully by organising runs and marathons that are open to people of the running community – not just those who wear Nike trainers, he said.

"[If you give people] a chance to win something, that's not giving. That's effectively bribery! But if you say, 'Come and run because it's good for your health, and you can even come to the runs with your Adidas shoes on, [...] you'll build loyalty because people will think, 'That was amazing. Thank you, Nike, for making that happen'."

He added: "And of course, if people run more, they will tend to buy more shoes and as a big market, share [will grow]. That makes a lot of sense as well."

Redefining brand value: Empower consumers to be resourceful and creative in the face of rising costs

Interview with **Lu Ann Williams**, Global Insights Director, Innova Market Insights

With inflation, greater instability, and supply chain disruptions as a global backdrop of 2022, consumers are increasingly looking for value, products with functional benefits, and convenience for the coming year, says Innova Market Insights.

Today, political and economic volatility is one of the greatest challenges facing consumers and, amidst the cost-of-living crisis, budgeting for rising food prices has become more prevalent. Innova Market Insights highlights the significance of 'Redefining Value,' the leading food and beverage trend in its Top Ten Trends for 2023.

"Over time, food went from 30% of disposable household income to around 10%. It's hard to accept it going back up. That's where our top trend of understanding value comes in. What will consumers spend more on and what will they compromise?" says Lu Ann Williams, global insights director

at Innova Market Insights. There is an opportunity here for brands to help consumers make better purchases by understanding what is valued, according to the market research company.

How brands can offer value

"Fresh and local remain important with consumers. Health is also top of mind; consumers value products with a functional benefit. On the flip side, consumers are more focused than ever on reducing food waste and extracting the most from what they have," says Williams.

Value can be added in various ways, but consumers are often looking for simplicity and "things they can control", she adds. "Sustainability is a big concept that's hard to feel you can impact but some smaller goals like reducing food waste make consumers feel like they are making a contribution," she says.

Rising food prices affect both consumers and

manufacturers. Creativity with ingredients through substitution and upcycling has been a way for manufacturers to tackle the rising costs of ingredients and ensure products remain affordable.

"We have seen ingredient substitution during similar periods in the past and there are cases where an expensive starch might be a substitute for a protein in some applications," says Williams.

Upcycling "isn't always cost effective" but consumers have shared with Innova that it is an area of interest that represents value and, when the economic situation worsens, consumers are more invested in waste reduction.

The production of upcycled foods is beneficial to the environment as it helps to repurpose food, that would otherwise be wasted, as a value-added food product. Value-added foods are altered in some way to increase their economic value. "We've seen an increase in upcycling; for example, waste from one product proving



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an ideal ingredient for another. Equally, technology can be optimised in the production process to ensure the greatest possible use of raw materials. These are clear cases of extracting the most value and return from what you have," says Williams.

The power of plant-based

A third of consumers surveyed by Innova say they have purchased more plant-based products because there is a greater range available. Plant-based foods can be a healthy and affordable alternative to traditional meat.

"This is a space where there is a lot more innovation in Europe than in other parts of the world. We see a lot of innovation in formats; I can't think of a recipe that I couldn't find a meat substitute for," says Williams.

Plant-based foods have also had a considerable influence on positively changing perceptions toward food technology. Innova's research indicates a greater level of acceptance of new technologies among consumers who have seen how novel techniques have improved the quality and nutritional benefits of plant-based products.

"Key to this are the benefits technology can be shown to bring. If it makes food healthier, safer, and better for the environment, consumers are much more likely to buy in," adds Williams.

Another innovative alternative to traditional meat is animal-free meat and dairy products produced using cell-culturing techniques or precision fermentation. German and French consumers show less acceptance than Chinese, Indian and consumers in Latin America who are very open to these new technologies.

"Lab-grown meat proteins and non-animal-derived cheeses are among the advances that consumers are becoming more interested in... Our research shows that when you explain the benefits, consumers are more willing to accept it," says Williams.



Lu Ann Williams
Innova Market Insights
Global Insights Director

Convenience and quality for busy lifestyles

Attitudes toward quality, convenience, and nutrition have been influenced by the Covid-19 pandemic. During lockdowns, the kitchen became a hub and consumers had more time and desire to experiment and upskill, says Williams.

Post-pandemic, there is now a return to normal routines yet consumers "haven't lost interest in the fun and functionality of food". Another of Innova's Top Ten Trends, which it refers to as "Quick Quality" focuses on quality offerings for the time-limited consumer.

"Consumers are looking for convenience-plus; products and ideas that fit their busier lives but still offer the chance to personalise meals and exercise their creativity. We are seeing interest in things such as meal kits which combine freshness and speed.

A collaborative effort to tackle climate change, innovate in farming and learn from startups, says *EIT Food* CEO

Interview with **Andy Zynga**, CEO, EIT Food

A significant amount of the world's greenhouse gas emissions is caused by global food systems and there are only seven more harvests to 2030. "We don't have a lot of time to really make an impact," says Andy Zynga, EIT Food CEO.

An EU body set up in 2008 to promote on food innovation, EIT Food's mission is to transform how food is produced, distributed, and consumed across Europe. By working together with industry leaders, education, and research partners, EIT Food is helping to solve essential innovation challenges.

What do you believe is the most pressing challenge facing the food system right now?

"Looking at all the different challenges, there are many. I would say that climate change is certainly very high on the agenda, if not the most pressing one for the food system.

"[...] There are farmers here who fear that their harvest will come in [smaller quantities] than they had anticipated. And when we think about it, about climate change, there are only seven more harvests to 2030. We don't have a lot of time when you think about the cycles [and] to really make that impact that everybody wants. And indeed, we feel that innovation is key to this, as a society to say, let's innovate ourselves out of the crisis. The thing is one player cannot do it alone. It must be a collaborative effort."

"When you look at the pledges made by large food majors on climate action, the Ellen MacArthur Foundation found that only a handful of corporates have developed concrete plans to address those pledges. That's also a pressing challenge [...] food majors have to really work on this."

"[...] And of course, the Farm to Fork strategy of the European Commission shows us some vision of how

to get there. Some of the things that that need to be looked at [such as the] reduction of chemical fertilizers, more organic agriculture. But again, it requires a concerted effort by everyone now to really make it to the finish line with a good result for the environment."

Primary production is an area you have previously described as in need of major innovation. What is the first step to making a meaningful change in this sector?

"We at EIT Food are part of a World Economic Forum LED initiative called the Carbon+ Farming Alliance. And, as part of it, we conducted a survey across farmers in Europe and the coverage of the survey represents about 75% of all the farmland in Europe."

"The first thing on farmers' minds is the financial side of the agricultural business. When you try new techniques, there's always the latent risk of reduction in output, input cost and yield. And the second part is knowledge. What kind of techniques and technologies do we use? We feel that one of the ways out of this [is by] using the innovation route."

"We have a project called the Regenerative Agriculture Revolution [that establishes] test farms, so that startups can [...] test their technologies. Some of the things that need to happen, which again, many farmers don't have much knowledge of, is to start with some immediate smart farming techniques. When you look at things like measuring soil health, how dry is the soil? How much irrigation does it really need? Does it really need as much fertiliser? That can already reduce the



Andy Zynga
EIT Food
CEO

input cost because as you know, chemical fertilizers are currently sky high. Many are imported from Russia and so just by tweaking some of the things that the farmers are doing, I think they could already give themselves immediate relief."

What are some areas of recent food innovation that have left you feeling optimistic?

"One area that enjoys continued growth [and has] high interest from the investment community is the alternative protein field. We call it here 'protein diversity' because we believe that meat – regular meat – will always be around. There are many people that enjoy the flavour of regular meat and want to eat farm raised cattle and farm raised pork but there are alternative proteins."

"We know how alternative proteins also can help to contribute to going towards the net zero system. There are a couple of examples of companies that are doing

cellular meat, one of them is Aleph Farms from Israel and the other one is Mosa Meat from the Netherlands and – fun fact – the actor, Leonardo DiCaprio, has just invested in both of those."

"We believe that those are potentially good clean meat alternatives that are adhering to the principles of animal welfare because no animal needs to be slaughtered for it. One of the issues in it, and this again is where innovation comes in, is the fact that the growth medium in which those cells grow is extremely expensive."

"Another example is Solmeyeam, a company in Greece that's making algae-based omega assets and alternative proteins based on algae with a much smaller footprint than normally due to a patent that they have. Another one [is] a company called Sustainable Seafood Processing, [which] presented data that shows that one can improve the shelf life of seafood by a factor of two so they can go from seven to 14 days, and they used the example of gutted seabass."

Affordability, indulgence, and health: Mintel's top trends for 2023

Interview with **Alex Beckett**, Director, Mintel Food & Drink

Consumers want affordable alternatives that offer the same great taste and health benefits as their favourite products. Brands that can deliver on this will dominate in 2023, according to Mintel.



Consumers want affordable alternatives that offer the same great taste and health benefits as their favourite products. Brands that can deliver on this will dominate in 2023, according to Mintel.

In the food and beverage space, consumers are key in driving innovation, pushing brands to come up with new, innovative products that reflect their changing demands and desires.

As inflation continues to soar to record highs across the globe, consumers are feeling the crunch as they are hit with price hikes of everyday food and drink goods. With many turning to discount retailers and own-brand alternatives, manufacturers are being driven to increase the affordability of products to remain competitive in the market.

"The cost-of-living crisis and worsening climate emergency compels all food and drink sectors to be alive to innovation that is truly sustainable but also empathises with consumers' affordability needs," said Alex Beckett, director at Mintel Food & Drink.

A recent EU survey revealed that when making food purchasing decisions, price is the top consideration for most (54%) consumers. With many unable to afford their everyday favourites, consumers are opting for lesser-known brands and products which is likely to influence how brands position themselves on the market in the coming months.

"We will see consumers switching to more affordable alternatives that they have less experience cooking with, requiring brands to act again as educator and adviser. Nutrition quality also rates highly as a core purchase influencer, as well as price, so vitamin and mineral content and value-for-money appeal," said Beckett.

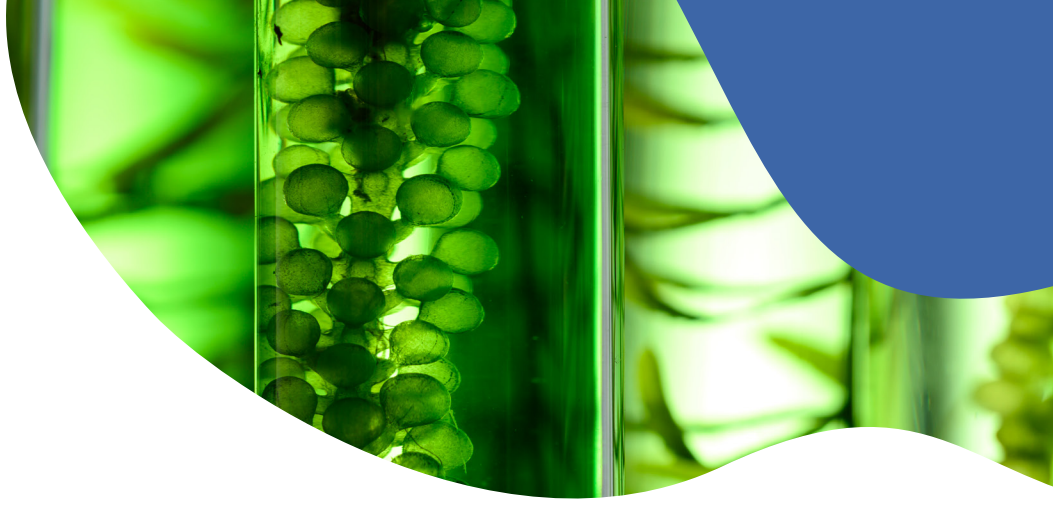
"Private label will naturally grab more attention, but brands will nonetheless be required to play that hugely important role for consumers: delivering the next beautiful flavour experience that lights up their day for a few minutes."

Consumers are seeking mood and health-boosting products

Meanwhile, consumers are seeking new ways to enjoy food and drink that come without the hefty price tag.

"Looking ahead to 2023, I think we will see disruption around indulgence, as the need to deliver pleasure will be heightened. Indulgence will demand more sophisticated thinking, [for example] around the power of anticipation and complex, joy-bringing flavour combinations."

Beyond momentary indulgence, consumers are also demanding products that offer health benefits, both physical and mental, fuelling the holistic health trend that dominated much of the past two years, influenced largely by the Covid-19 pandemic.



"Demand for healthy food is being driven by heightened awareness of the role of diet on overall wellness, and an interest in healthy ageing among an ageing population. The desire to appear physically healthy ties in with consumer feelings about social standing and identity, driving interest in healthy diets. And, lest we forget, we have an obesity crisis but the variety and availability of food which is nutritionally sound and safe to eat is arguably better than at any point in history," Beckett said.

With consumers embracing alternative, healthier, and more sustainable consumption opportunities, this opens the door for new ingredient and product innovations.

"Watch out for aphrodisiacal botanicals. These promise to be the next evolution of plant-based wellness ingredients, and deliver a new kind of mood boost that, quite frankly, will be sought after for all kinds of reasons and all demographic types," Beckett said.

"Algae and fungi offer hugely exciting potential, and wearable technology will continue to flourish, [for example] around electrolyte loss during physical activity and real-time feedback about calorie intake."

"In science we trust, in education we, as consumers, rely."

As brands and consumers alike grow increasingly aware of the social and environmental impact of the products they produce and consume, sustainability remains a key industry trend.

In response, scientists are developing techniques that promise to make ingredients more sustainable with a reduced carbon footprint, such as precision fermentation for dairy, palm oil, and flavours; genetic modification for agriculture; and cell-culturing for meat. "I'd like to hope that scientists have huge potential to deliver on their promises, as we absolutely need their solutions and breakthroughs to feed the planet," Beckett said.

"The challenges are cost efficiencies during an energy crisis, the complicating effect of political and big business interests and, ultimately, will consumers trust it and pay more than the alternative?"

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Alex Beckett

Mintel

Director Food & Drink

FMCG Gurus on how to create a food product that delivers holistic health benefits

Interview with **Mike Hughes**, Head of Research and Insight, FMCG Gurus

As interest in holistic health grows, consumers are looking for food and drink products that help them feel good, both physically and emotionally – but what does such a product look like? Mike Hughes, head of research at FMCG Gurus, shares some insights.

As interest in holistic health grows, consumers are looking for food and drink products that help them feel good, both physically and emotionally – but what does such a product look like? Mike Hughes, head of research at FMCG Gurus, shares some insights.

According to FMCG Gurus' data, consumers remain committed to leading a healthier diet and lifestyle and are actively researching how to maximize their wellness. What's more, they recognise the interlinked nature of different areas of health, said the market insights company, and this means brands should not treat them in isolation.

"For instance, consumers recognise the link between the digestive system, immune system, and other areas of health – a trend that will intensify as more becomes known about the gut microbiome. They recognise that poor sleep hygiene doesn't just impact mood and energy levels but increases the risk of vulnerability to disease and illness. They also link good skin health and inner wellness for instance," said Hughes. "As such, consumers will continue to focus on taking a proactive approach and looking to improve their overall health and wellness, as opposed to concentrating purely on one area of health."

In 2023, FMCG Gurus also expects to see greater emphasis placed on emotional wellness, with people looking to address mental health, mood, and striving for happiness.

"Indeed, consumers feel that they have been living in an era of uncertainty for some time now," said Hughes. "First, it was Covid-19, and now a cost-of-living crisis, without mentioning the current worry of nuclear war being a daily topic in the news. As a result, many people feel stressed, anxious, unable to relax, and suffering from fatigue and poor sleep hygiene."

"Consumers want to feel happier, meaning they are trying to step back from daily pressures, reprioritise what is important to them, and look to improve their emotional wellness because of the immediate and long-term benefits."

Multifunctional products can deliver holistic health benefits

But what does this mean for food manufacturers, and is it possible to create a food product that delivers on a desire for holistic wellbeing?

According to FMCG Gurus, brands can do this by formulating products that have multifunctional health claims. Most people do not have the time to seek out specific products for specific health issues, particularly if they are taking a preventative approach and are not currently suffering from related symptom. Multifunctional products are therefore a tool to improve overall wellness – and this aligns with the desire for holistic health.

Calcium, for instance, enjoys several approved health claims in the European Union. Brands that add calcium to a product in a sufficient amount can claim that the mineral contributes to the normal functioning of muscles and neurotransmission, digestive enzymes, teeth and bone maintenance, and energy-yielding metabolism.

Nevertheless, there is something of a balancing act for brands to navigate, Hughes warned. Too many sensationalist health and wellness claims may leave consumers feeling sceptical, with the impression that manufacturers are trying to "capitalise desperation for instant health solutions", he said.

In order to address this, manufacturers should use



Mike Hughes
FMCG Gurus
Head of Research
and Insight

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ingredients that have an approved health claim or have robust evidence underpinning the ingredient.

Be mindful of the attitude/behaviour gap

Despite all the talk of holistic health and wellness – and its reported importance for consumers in the food they eat – people continue to buy 'indulgence' products and levels of obesity and type-2 diabetes continue to rise. Does this indicate the food industry is simply failing to provide the healthy, nutritious food that people want?

According to Hughes, it is crucial to remember the attitude/behaviour gap when evaluating the health and wellness market.

"Consumer actions may not always mirror the sentiment expressed toward improving their wellness," he said. "Barriers to leading a healthy lifestyle exist and will continue to exist, even in an era when people take

a more proactive approach to health. One of the main challenges is that improving diets can still be associated with compromise and sacrifice."

The dilemma is that people may believe that better-for-you products are lacking in taste and so, when they want to eat or drink something in a moment of escapism, they tend to pay little-to-no attention to nutritional intake.

In the current stressful context of inflation and the cost-of-living crisis, which is likely to continue in 2023, this will be "especially relevant", said Hughes.

"While the industry will never fully eradicate this challenge, it needs to continue to focus on ingredients in product categories associated with indulgence, promoting the message that products are free-from bad ingredients, high in good ingredients, and not compromising on taste."

Corporates must engage with younger generations to survive, says *Thought for Food*

Interview with **Christine Gould**, CEO, Thought for Food

Engaging with younger generations is essential to create a sustainable, resilient food system – and crucial for corporate survival, according to Thought for Food CEO Christine Gould. "Young people aren't cute kids. They are a strategic force of innovation," she says.

Engaging with younger generations is essential to create a sustainable, resilient food system – and crucial for corporate survival, according to Thought for Food CEO Christine Gould. "Young people aren't cute kids. They are a strategic force of innovation," she says.

Christine is founder and CEO of Thought for Food (TFF), a non-profit organisation that works to make the food and farming system more sustainable and inclusive by empowering younger generations of innovators.

It runs the TFF Challenge, an agri-food-tech innovation programme that, in 2022, brought together more than 3,000 people from 139 countries to champion creative and practical solutions to one of the most important questions our planet faces: How do we feed 10 billion people in a sustainable way as climate change intensifies?

As a current advisor to the Committee for the UN Food Systems Summit and ex-head of innovation at genetic modification (GM) giant Syngenta, her professional experience spans public policy, startups, and corporates.

What are the benefits for food industry corporations in engaging with younger generations?

"My experience of the corporate world was a zero-sum game. I worked in big agri-business where it was 'GMOs or no GMOs'; that was the only argument and people became very defensive. But the next generation [has] what we call a multi-spectral perspective."

"[...] There is a whole new way to embrace the nuance and explore new possibilities. What if we could use GMO techniques but in regenerative ways? What if we



could combine biochar with artificial intelligence and machine learning? Then you have fewer 'I win, you lose' scenarios, you have more win-win scenarios. And that is a piece of practical advice: big corporations [should] look for win-wins and flip dilemmas into opportunities."

"I really think one of the ways to do that is to engage with the younger generation actively and proactively. At Thought for Food, we do focus groups where we bring in leaders of the next generation and help them think through their strategies. There are learnings to be had by engaging with the next generation, but not in a tokenistic way."

"I sometimes personally get bothered when people say that we're a youth organisation because then we get dismissed as being cute kids. But we are a strategic force of innovation. The world is changing around us and if [corporates] want to stay a leader as this change is happening, we can help [them] work with the new operating system, instead of getting disrupted by it."

How can corporates make this a reality within their business models?

"It needs to be about inter-generational collaboration. But that's hard to do because the older you get, the more entrenched in your ways you become. So, how do we equip the older generations to work with younger generations? I often joke that my organisation is like a dongle that [...] makes a Mac and PC work together. We are a dongle between the new and the existing so that they can work together and understand each other."

"I have been on the corporate side and now I'm working with the next-generation startup side. I understand their languages, their mindsets and I help to bridge them so they can work together more effectively."

"There are a lot of young people that dislike corporations and want to dismantle them. There are a lot of corporations that think, 'Those naïve, entitled snowflakes, they don't know what it's about!'. But those kinds of biases and perceptions aren't helpful."

Current challenges such as climate change are incredibly daunting. Do you feel confident that younger generations have what it takes to overcome them?

"We have the solutions and I believe we have the will, but we are not giving [young people] the space to emerge. We have what it takes to solve [climate change] but we're making it such a battlefield that young people are burning out and we're not giving them the investment they need to go forward. So, now we have many young people giving up and resigning to this."

"But I also hear a lot from young people, 'Stop telling us it's in our hands!'. It's so daunting to be constantly told, 'It's up to you' – especially when they aren't being given the opportunity, means and space required."

Do you believe that younger generations of Millennials, Generation Z and Generation Alpha could help create a corporate world that is more inclusive of women and minorities?

"Many experts believe that this new generation, particularly Gen Zs but also the emerging generation Alpha, is intersectional by nature. They don't see siloes."

"[...] Statistics show the next generation is the most diverse as well. America is going to be majority Hispanic, speaking lots of languages. Because this



Christine Gould
Thought for Food
CEO

change is happening so fast and it's a paradigm shift, there is a regression to nationalism and old ways, as we're seeing right now.

"I feel like this is the last fight for power, the last chance for those people of a different era to hold on to something. But it's going to be just a blip."

"[...] Regardless of what you think of crypto and the hype that surrounds it, there is a phenomenon of decentralisation that is being powered by nodes of collaboration and innovators coming together. That will make the regression that we're feeling right now short-lived."

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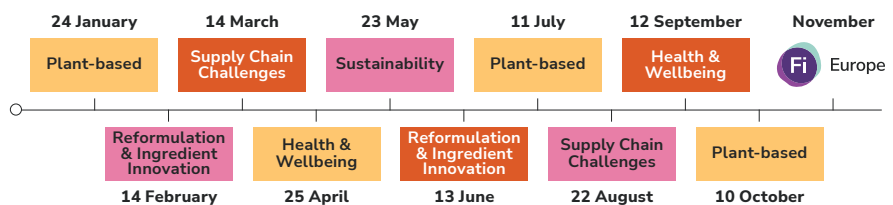


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The importance of manufacturer flexibility in uncertain times

Interview with **Anders Turos**, Co-founder and Export Manager, Göteborgs Food Budapest

In the midst of crashing economies, Russia's ongoing invasion of Ukraine and a lingering pandemic, food manufacturers across the board are grappling with supply chain issues and soaring prices. Anders Turos, co-founder and export manager of Göteborgs Food Budapest, discusses the importance of flexibility in light of market pressures.

Göteborgs Food Budapest is a Hungarian chocolate, compounds, fondant and fillings manufacturer with customers mainly within bakery, confectionery and ice cream manufacturing. As a mid-size company that produces 17,000 tonnes this year, its size gives it an agility that means it to react to current supply chain challenges.

We are living in a time of increased uncertainty and unstable prices. What has been the impact for producers such as yourself, and for your clients?

"The obvious effect has been that the cost of everything from raw materials onwards has increased tremendously. Chocolate production for one is also very energy consuming and the whole sector is of course struggling with increased production costs and higher energy bills.

"It is also clear that our own suppliers are less flexible as a result. With raw material contracts, for instance, we buy a certain quantity and there is a time period for which we need to call off the purchase. In the good old days, it was not a big problem if you needed to extend that delivery by a couple of weeks, whereas now that flexibility is decreasing.

"And while everybody is now very strict on call-offs, it's also much more difficult to plan lead times on materials. Flavours, food colours and other products that usually had three to four weeks lead time now have three-month lead times."

How has this affected priorities for your clients?

"I would say that availability has a higher value in this time. For example, I had a meeting recently with a customer who operates within the bakery industry. Whereas normally, the discussion is about price, the executive claimed it is not anymore – availability is almost more important. All producers are having problems in supplying what they need to supply, and that changes priorities."

Göteborgs Food Budapest lists flexibility as one of its key unique selling points (USP). Could this be one solution to the ongoing issues the sector is facing, and if so, how?

"I definitely think so, to some extent. For instance, we get inquiries from existing customers to reformulate current recipes to try and make products cheaper in light of things getting more expensive. We have the flexibility to be able to reformulate the product and try to find some cheaper materials – and we have the ability to make it a quite quick and easy process for the customer."

How do you ensure the quality stays high when offering this kind of flexibility?

"Flexibility and quality always need to go hand in hand, of course. If you don't have the quality, you're out of business in no time."

What is it that allows Göteborgs Food Budapest to uphold flexibility as a USP? Why is this special versus other producers?



Anders Turos
Göteborgs Food Budapest
 Co-founder and Export Manager

"Bigger companies are less flexible, for obvious reasons. Realistically, we can maintain this kind of flexibility as a smaller company. Although we're not that small, we're producing around 17,000 tonnes of product this year, but it's not much compared to the bigger companies.

"If a customer turns to bigger companies looking for a tailor-made recipe, they often require a minimum of 50 tonnes to look at the project. A smaller production and organisation like ours, allows us to produce tailor-made products down to six tonnes.

"There is definitely a big demand for this, and we hear it from customers all the time – they really appreciate the speed and flexibility. We have a good R&D department, we are sending samples quickly, we have a dedicated production staff and we are a small organisation with small overheads."

What other benefits might a small to mid-sized player such as Göteborgs Food Budapest have over a large player when it comes to flexibility?

"One would for sure be our capability to supply products in different forms, depending on the customers need. We do supply a lot of liquid, but we have great flexibility to mill or pelletize to solidify the product to be packed into bags or cartons and shipped to the customers for melting.

"For one, many customers cannot take liquid deliveries because they don't have the ability to unload a liquid bulk truck. And in the crisis times, it's also beneficial to provide options to buying liquid as customers sales volumes are more uncertain. Buying a full truck of liquid in bulk is a lot of money, buying products solid and in bags of course provides flexibility in allowing you to commit to smaller quantities."



Fi Global Startup Innovation Challenge: Meet the finalists & winners

Each year, the **Fi Global Startup Innovation Challenge** shines a spotlight on agile startups breaking new ground, giving them a unique opportunity to present their solutions to the food industry. In 2022, more companies than ever before applied to the Challenge and judges were impressed by the quality of submissions, which made picking finalists a difficult process.

Most Innovative Food or Beverage Ingredient



MeliBio

MeliBio

MeliBio provides a solution for honey that's just as delicious and nutritious as the one that bees make, only without the negative impacts of factory farming bees and overbreeding a single bee species.



Resugar

Resugar offers the first all-natural, 100% sugar-like substitute that perfectly replicates the taste and properties of sugar while eliminating its harmful effects – all without the use of any sweeteners.



Maolac

Maolac uses tools of bioinformatics and computational biology to produce dedicated target-protein formulas with a wide range of health capabilities as a basis for preventive nutrition.



Cano-ela

Cano-ela aims to remove refined ingredients from the food supply chain by processing oil-rich seeds in an innovative way, helping food companies and plant-based food producers achieve a cleaner label.

Winner



Kern Tec

Kern Tec develops a set of proprietary processes to turn discarded fruit pits into valuable ingredients for the food and beverage industry, such as oils, protein powders, and even dairy alternatives.



Most Innovative Plant-Based or Alternative Ingredient



Cultivated Biosciences

Cultivated Biosciences provides naturally produced creamy fat obtained from the fermentation of non-genetically modified organism (non-GMO) oleaginous yeast.



Cultimate Foods

Cultimate Foods creates an alternative cell-based fat ingredient for plant-based meat products, which replicates the structure of animal fat tissue.



Colipi

Colipi turns CO2 into CO2-light oils and proteins through a biotech platform that utilizes bacteria and yeasts.



Nutropy

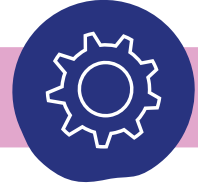
Nutropy develops alternative cheesemaking ingredient solutions that are used to produce cheeses just as tasty as conventional cheese, but more sustainable and better for our health and animal welfare.

Winner



Brevel

Brevel develops microalgae protein, which is both colour and flavour neutral, available at cost levels comparable to pea and soy, and with a high nutritional profile.



Most Innovative Processing Technology

VELOZBIO®

Veloz Bio

Veloz Bio develops a transient expression platform through post-harvest second and third quality (unripe) fruits, using their metabolism to produce a recombinant protein.

mk2

mk2 Biotechnologies

mk2 Biotechnologies develops highly efficient production processes for growth factors and cytokines, which are the key for success of the cultured meat industry.

ONEGO *bio*

Onego Bio

Onego Bio creates an animal-free egg white protein, which maintains all the functional benefits of eggs, including foaming, gelling, binding, and leavening properties.


GaiaTech

Gaia Tech

Gaia Tech develops solutions to recover irrigation water from olive production waste and extract valuable ingredients for food and cosmetics manufacturers.

Winner

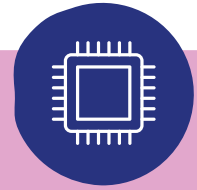
VANI||A VIDA
Growing Possibilities

Vanilla Vida

Vanilla Vida grows and delivers top-quality, tailor-made vanilla beans that perfectly meet the market's demand and business needs, ensuring a stable supply chain and maximum flavour.



Most Innovative Service, Technology or Digital Solution Supporting the food and beverage industry



Capsoil FoodTech

Capsoil FoodTech provides technology that converts oils and oil solubles into a water-soluble powder, allowing brands in the F&B segment to easily use oils in their products.



Ai Palette

Ai Palette helps F&B ingredients brands create their next best-selling product thanks to the analytics SaaS platform that allows companies to spot trends and predict their trajectory in real time.



Seppure

Seppure enables more sustainable separation processes in food ingredients manufacturing, significantly cutting energy consumption, carbon emissions, and operation costs.

Jury's Award

Winner



Bio2Coat

Bio2Coat creates a 100% natural, edible coating that extends the shelf-life of food products, keeping them fresh for longer without impacting their organoleptic characteristics.

Supported by



Fi Europe Innovation Awards 2022: Meet the finalists & winners

The **Fi Europe Innovation Awards** celebrate people, companies and organisations breaking new ground in the Food & Beverage industry. With the support of leading Food & Beverage associations and media partners, the Fi Innovation Awards have become the most prestigious awards in the Food & Beverage industry.

Sustainability Innovation

Winner



Olam Food Ingredients (ofi)

ENTRY

Creating a healthier future for cocoa

DESCRIPTION:

At ofi, we want to be the change for good food and a healthy future, one in which cocoa farmers earn a living income, child labor is eliminated, and the natural world is protected. That's why, in 2019, we launched Cocoa Compass, our plan to work with industry partners to turn this ambitious future into a reality by 2030. From rolling out child labor monitoring across all sustainability programs in nine countries to having 100% traceability of cocoa sourced directly from the farm, farmer group, or cooperative. We've already achieved key milestones and continue to report annually on progress towards our longer-term goals.





Sustainability Innovation



DSM

ENTRY

CanolaPRO® – DSM's solution to the global protein challenge

DESCRIPTION

Finding alternative sources of protein is a global imperative. Valorizing an existing by-product from rapeseed oil extraction – CanolaPRO® is uniquely sustainable. DSM's patented process is incredibly gentle – using a solvent-free, aqueous extraction process to preserve the ingredient's nutritional and functional value and to avoid denaturing the proteins. CanolaPRO® is highly nutritious, containing all nine essential amino acids. With good sensorial properties and the functionality to improve texture of plant-based products, CanolaPRO® enables the transformation to more sustainable food systems. Because, ultimately, this unique protein has the potential to meet the growing demand for protein by valorizing already existing by-products.



Euroserum

ENTRY

EUROSERUM proposes an innovative sustainable-oriented dairy solution

DESCRIPTION

EUROSERUM's mission and reason-to-be is to nourish the future, by contributing to nutrition at all ages of life and to a sustainable model for the next generations. We are committed everyday to providing dairy solutions that have positive impacts on people, planet and animals. Our new dairy ingredient, SICALAC 90 EC, offers an holistic solution for brands to grow their sustainable position and customer value proposition. This 90% demineralized whey has been specifically developed in a comprehensive approach to offer brands differentiating and valuable assets on the major sustainability topics: environment, animal welfare and social commitments.



Sweegen

ENTRY

Novel bioconversion process for production of Bestevia® Reb M

DESCRIPTION

Making low and zero sugar products and ensuring a great taste and consumer experience is a major challenge for the European market. In July 2021, Sweegen's Bestevia® Reb M produced via a proprietary bioconversion process became the first new stevia ingredient produced via a new production technology to be approved for use in the European market by the European Food Safety Authority (EFSA). This approval delivers a significant new tool that enables European food and beverage manufacturers to create better tasting low and zero sugar foods. Bestevia® Reb M has significant taste advantages over current stevia ingredients like Reb A.



Lutkala

ENTRY

Lutkala – patented path from waste to food thickener

DESCRIPTION

Lutkala is a natural food thickener obtained as a result of a patented production technology – the extrusion of high-fibre apple pomace. It is an entirely physical process that does not involve the use of any chemicals. It is a perfect example of a sustainable production process: it uses wastes from a juices production and a technology, which does not produce any wastes itself. Moreover production does not pollute any water, which is a huge benefit in water saving plan. During extrusion, proceeded in certain parameters of temperature, pressure and shear force apple pomace is transformed into multi-dimensional matrix of polysaccharides, with unique rheology parameters. Wastes are transformed into valuable, healthy food thickener.





Ingredion

ENTRY

Women in Ingredion (WIN)

DESCRIPTION

Ingredion as a business has at the centre of all it does its core purpose 'to bring the potential of people, nature and technology together to make life better'. Unlocking this potential to make life better is what truly drives Ingredion in every aspect of our business. In December 2020 Ingredion set up Business Resource Groups (BRGs). With a vision to empower Women of Ingredion for an equal future, the BRG group 'Women of Ingredion' (WIN) was set up to build a network of women to realise their full potential. The group now hold regular events and programmes such as webinars, teams meetings and in person events that connect women from across Ingredion. With regional teams now set up in EMEA, Asia-Pacific, North America and South America the WIN team has been growing from strength to strength and now operates in 17 locations across Ingredion global sites, and has the most members out of any of Ingredions BRG's. WIN has been central in new programs that have empowered women, including new parental leave and flexible work policies. The secret for women in a success is the shared purpose of empowering women for an equal future, and driving sustainable change. We need to embed this in our DNA that diversity and inclusion is the key for success of any organisation.



DSM

ENTRY

DSM's commitment to brighter futures for all – improving the working lives of PwDs in Brazil

DESCRIPTION

DSM's work to create brighter lives for all starts with its people. Saying we believe in diversity, equity and inclusion, is not enough. By committing to specific actions, we hold ourselves accountable and ensure that we continue to take the right steps to deliver on our united purpose. And so, we have made public commitments for our five DE&I pillars; Gender, REN (race, ethnicity & national identity), LGBTQ+, Generations and Disability. This entry focuses on the work of DSM Brazil in improving the working lives of persons with disabilities (PwDs) and encouraging more PwDs to join the DSM team.

Highly Commended



Limagrains Ingredients

ENTRY

Lifywheat flour – the high fibre wheat flour

DESCRIPTION

Limagrains Ingredients is proud to introduce: a nutritional wheat rich in resistant starch called Lifywheat. LifyWheat flour is ten times richer in fibres and 80% of these fibre are resistant starch. First, Lifywheat will enrich food products with fibre. Then its starch, which is resistant to digestion, will help to reduce the rise in blood sugar levels after a meal. Finally, when it reach the colon it will have a prebiotic effect on microbiota which actively participates in intestinal health. LifyWheat is a multipurpose ingredient. The flour can be used in all daily's life products: bread, pasta, biscuits.



Bunge Lodgers Croklaan

ENTRY

Sonnin Pro: a frying oil solution that reduces up to 25% oil uptake in fried products and saves up to 10% oil usage cost

DESCRIPTION

Restaurants and the par-frying industry are constantly looking to improve operations and value. In today's economy with high inflation, offering healthier, more natural, and less processed food at lower cost is a top priority. Sonnin Pro: A revolution in fast food that reduces oil uptake in fried products up to 25% improving the nutritional profile due to calorie reduction in the end-product. And saves up to 10 % frying oil usage cost, which delivers economic and sustainability benefits because there is less food waste. A natural extract replaces current chemical solutions in the frying oil, without any change in other performance aspects: this is plug-and-play.





V. MANE FILS

ENTRY

Food development trainings with ISIPCA students and Culinary Arts Academy Switzerland future chefs

DESCRIPTION

MANE is strongly committed to preparing future generations working in the food & drink sectors. Whether with future flavourists (through ISIPCA) or chefs (through the Culinary Arts Academy Switzerland), the company is providing deep hands-on R&D trainings to students to improve their future employability. Thanks to various workshops they learn, for example, more about the interactions between ingredients in a food product recipe or how to create and deliver a finished product starting from a customer-like brief (with constraints in terms of ingredients list, market segment or price, etc.), all with a key focus on taste experience.



Institute of Food Science and Technology

ENTRY

Inspiring our future in food – skills and careers for the food sector

DESCRIPTION

Consumers are increasingly aware that their future health and wellbeing depends on beneficial food and beverage products. This requires an ever-evolving skill set and supply of talented enthusiastic recruits to the food and drink sector. Our research shows a skills and knowledge gap in the industry. Our aim is to tackle that gap. IFST has undertaken educational activities to increase the profile of food technical careers and knowledge of food science amongst the general population, particularly young people. We are developing further educational resources through project INSPIRE(4), to address careers and recruitment concerns and to attract and engage new talent.



Sensory Innovation Award

Winner



Cargill

ENTRY

Gerkens sweet cocoa powders: tasty sugar reduction the natural way

DESCRIPTION

The New Gerkens® Sweet cocoa powders enable 30% sugar reduction in a natural way, without compromising on great chocolaty taste. They're based on years of R&D work, sensory data and insights, were tested with consumers and have resulted in a product that both adults and kids love. The Sweet Range consists of two Gerkens® cocoa powders that are low in bitterness, but still maintain a strong well-balanced chocolaty taste with a strong sweet perception by consumers, hence less sugar is needed in the final application. These powders will hit the innovation sweet spot for your next beverage!



Highly Commended

MycoTechnology Inc.

ENTRY

MycoTechnology's ClearIQ Flavor: harnessing mushrooms' hidden potential for great taste

DESCRIPTION

MycoTechnology's ClearIQ is a natural, clean-label bitter-blocker and flavor-clarifier. It enables formulation of great-tasting plant-based, better-for-you, and functional products, solving the challenge of delivering great taste AND great nutrition naturally, through the wonders of mushroom fermentation. ClearIQ is a natural extract from liquid fermentation of the Cordyceps sinensis mushroom. ClearIQ stops bitterness at the source, eliminating challenging off-notes and delivering better-tasting products with brighter flavors. It is highly effective at minimizing negative flavors of plant-proteins, sweeteners, and functional ingredients. It creates next-level improvements in taste – the #1 driver of consumer loyalty – by harnessing the hidden potential of mushrooms.



Sensory Innovation Award



SENSON
More by Nature

Senson Oy

ENTRY

Senson Umami Liquid Bean – it's all about plant-based flavour

DESCRIPTION

Combining gut friendly, neutral tasting germinated faba beans with Senson's knowhow on natural brewing processes have allowed us to create great tasting Senson Umami Liquid Bean -extract. It comes with significant amount of soluble simple amino acids, delivering full bodied meat-like flavors and boosting flavors of all the other ingredients. It is naturally brewed using only germinated fava beans and water. No salt is added to allow food producers to adjust the salt levels on their own. It's a must have ingredient to fulfill consumer flavour expectations and deliver great tasting, gluten free sauces, broths and ready-made meals.



Griffith
FOODS

Griffith Foods

ENTRY

Savour Flex, a toolbox designed to leverage the taste and eating experience of low-fat snacks

DESCRIPTION

Savour Flex by Griffith Foods is a toolbox of ingredients specifically designed to deliver a delicious snacking experience on low-fat snacks, offering the same rich eating experience that you get from full fat snacks. To maximise consumer enjoyment and lock in repurchasing, Savour Flex looks to change the perception of low-fat snacks. Savour Flex modifies the sensations attributed to fat and oils in the mouth, by triggering specific receptors, and provides a full-bodied, rich taste and memorable eating experience. By doing so, Savour Flex addresses consumer demands to snack healthier and feel satisfied in terms of taste at the same time.



ADM

ADM

ENTRY

PearlEdge™ white color solutions

DESCRIPTION

With ADM's PearlEdge™ proprietary white color solutions, we're filling a vital white space in the market. Our PearlEdge™ line is derived from natural sources, including native corn starch, and delivers brilliant, stable and uniform white coloring for a variety of food and beverage applications.



Bunge

ENTRY

Creating superb vegan cheese with PurePro proteins

DESCRIPTION

Future vegan cheese growth depends on manufacturers being able to make products that better resemble the nutrition and performance of dairy cheese. Relative to dairy cheese, vegan cheeses have very low protein (0g/serving vs 6g/serving), poor melt, and poor performance in grilled cheese (croque madame) applications. PurePro pea and faba proteins are proprietary produced and at 2g per serving they make superb vegan cheeses that taste and look great, slice very well, and deliver superior melt, mouthfeel, and gooeyness in a grilled cheese application vs control and competitor pea and faba proteins.



Nuwen

ENTRY

Chondrus 150S

DESCRIPTION

Chondrus150 S is a mixture of a native starch and a wild alga (Chondrus crispus) with nutritional (supply of fibres, iodine and trace elements) and functional (texturising power) properties. It is particularly recommended for savoury or sweet vegetable preparations.



Plant-based Innovation Award



Handary s.a.

ENTRY

Plantéria®

DESCRIPTION

The plant-based food market is driven by followers of the flexitarian diet. However, these products have near-neutral pH and high protein and moisture content, making them susceptible to microbial growth. How to get maximum shelf life and safety through a plant-based ingredient which is becoming a huge challenge to many plant-based food producers. Plantéria® is a group of GRAS organic compound derived from fruits (berries, citrus) that provides a multi-hurdle antimicrobial and antioxidant protection in a variety of prepared plant-based foods.

F O O D I Q

Foodiq Oy

ENTRY

The magic powder – Fabea+

DESCRIPTION

The magic powder Fabea's high-ambition is to offer the plant-based protein that will meet every expectation companies and consumers have. The tasteless powder-form ingredient can take any shape or flavor desired. Fabea adds value with its unbeatable combination of protein and fiber from Finnish fava beans brought together with high-quality fermentation process. Fabea's demand for excellence will guarantee next-level performance for the end product as well as for the consumer. It is magic powder that invisibly upgrades everything for a better quality of life.



Limagrain Ingredients

ENTRY

Pep's balls, a nutritional boost for your recipes with pulses

DESCRIPTION

With the rising demand from consumers to increase the amount of plant-based protein in their diet, it has become difficult to answer today's new challenge: mixing nutrition and pleasure using simple and understandable ingredients. That is until Limagrain Ingredients has developed a new range of extruded pulses balls to enrich products with plant-based proteins, the Pep's Balls! These clean label ingredients are the perfect way to boost the nutritional profile of all your products (bread, pastries, cereal bars, meat replacement products...) and improve your Nutriscore while offering at the same time a great mouthfeel. Bringing nutrition and pleasure together has never been easier than with the Pep's Balls.

Taste, texture and health

Enjoy it all

SUPPORTING THE
TRANSITION TO
SUSTAINABLE
FOOD SYSTEMS

UNRIVALED
BREADTH OF
HEALTH BENEFITS

DELIGHTFUL
TASTE AND TEXTURE

BRIGHT SCIENCE. BRIGHTER LIVING.™



DSM

BRIGHT SCIENCE. BRIGHTER LIVING.

nutiani™

THE STATE OF HEALTH AND WELLBEING IN EUROPE - VOLUME 1

On average, >50% of European consumers turn to nutrition solutions to manage wellbeing aspects¹

Explore the insights from 5,000 consumers to identify the trends shaping wellbeing nutrition, barriers to action, and how you can respond.



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INNOVATIVE FOOD INGREDIENTS

Our expertise is based on decades of experience in product development in direct cooperation with globally operating producers. All along, the specific needs of our industry and large consumption customers have been our benchmark.

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Innovation Tours



Plant-based



The plant-based food and drink category is booming, driven by global consumer demand for products that are both healthy and sustainable.

This is creating huge product development opportunities for manufacturers: according to BIS Research, the plant-based alternatives market is expected to reach \$80.43 billion by 2024, rising at a compound annual growth rate of 13.82%.

However, significant challenges remain, particularly when it comes to replicating the taste, texture, appearance, functionality and nutritional profile of meat and dairy products, which have been the gold standard for millennia.

Ingredient suppliers are coming up with game-changing ingredient solutions to produce winning plant-based products.

This Innovation Tour featured products by the following Fi Europe 2022 exhibitors:

Royal Avebe

Roquette

ChickP Protein

Aviko

Sprau

Health and wellbeing



The importance of health and wellbeing to consumers has never been greater, spurred by Covid-19.

Globally, 61% of consumers say the pandemic has made them more conscious about the importance of trying to prevent health problems by leading a healthy lifestyle, according to research by FMCG Gurus.

While mental health and immunity have been the focus, consumers are increasingly looking for a more holistic and proactive approach to their health, searching out functional food and drink products that provide benefits to both physical, mental and emotional health and wellbeing.

This Innovation Tour featured products by the following Fi Europe 2022 exhibitors:

FrieslandCampina Ingredients

Ingood by Olga

Lantmännen Biorefineries

Dr Paul Lohmann

Limagrain

Innovation Tours



Reformulation



Demand for clean label food and drink in Europe has been firmly established for over a decade.

Consumers expect more transparency and are actively seeking out products that are more natural, less processed, made with fewer ingredients and free from artificial additives. Manufacturers must rise to the challenge of reformulating their products to meet these clean label expectations without sacrificing taste.

Demand for less sugar, salt and fat in products is a key driver of clean label reformulation. However, brands must also reformulate to keep up with changing regulations and constantly evolving science. Titanium dioxide is now banned in Europe while bisphenol A, present in food packaging, is under the food safety spotlight.

This Innovation Tour featured products by the following Fi Europe 2022 exhibitors:

Berrico

Beneo

Ingredion

ADM

Fiberstar

Sustainability



Globally, 85% of people say they have changed their purchasing habits to become greener and more sustainable, according to 2021 research by Siman Kucher & Partners, and it is the younger generations that are leading this change.

The food industry therefore no longer has a choice: consumers expect to see manufacturers being part of the solution by offering food and drink products that are produced sustainably with a lower impact on the environment, helping consumers follow a more sustainable diet.

Consumer's top concerns are carbon emissions, plastic pollution, food waste, and deforestation, according to FMCG Gurus, offering ample areas of action for brands.

This Innovation Tour featured products by the following Fi Europe 2022 exhibitors:

Meurens Natural

DSM

Prova

Ynsect Human Nutrition & Health

Circul'Egg

Innovation Tours



Made in France Tour

France has a strong gastronomic tradition and French consumers have always been attracted to regionally sourced ingredients, a trend that has been reinforced by the Covid-19 pandemic.

Supporting small producers, defending food sovereignty, knowing the origin of products and reducing transport-related greenhouse gas emissions are all market drivers of the 'Made in France' trend, according to a 2021 Nutrimarketing study. This trend is backed up by figures: the market for local products in French supermarkets is currently worth €1.8 billion, and is growing by 6%, according to IRI data.

This Innovation Tour featured products by the following Fi Europe 2022 exhibitors:

Aptunion Industrie

Sairem

Nuwen

Bioprox

Lis by Lesaffre

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- SESAME SEEDS
- DRIED HIBISCUS FLOWER
- COCOA BEANS
- GUM ARABIC



Sesame Seeds



Gum Arabic



Cocoa Beans



Dried Split Ginger



Dried Hibiscus Flower

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