# THE FUTURE IS FLEXITARIAN

*Feed the Demand*

nellson®

## BRIDGE THE GAP WITH BEST-OF-BOTH-WORLDS PROTEIN BLENDS

**30%** of consumers say **high protein content is a top factor** in food and drink choices[1]

**53%** of consumers say **great tasting** is still #1 factor in food and drink choices[1]

**60%** of flexitarians would like to see **higher protein content** in dairy alternatives[3]

Sources:

1. Mintel, "COVID-19 Impact on Food and Drink One Year Later – US," 2021
2. Mintel, "What America Eats – US," February 2021
3. Mintel, "Dairy Alternatives Incl Impact of COVID-19 – US," June 2020

**CONSUMERS ARE TRYING TO ADD MORE PLANT-BASED INGREDIENTS INTO THEIR DIET—WITHOUT COMPLETELY ELIMINATING ANIMAL PROTEINS.[2]**

## SO, WHAT'S THE CHALLENGE?

**Creating great-tasting, nutritionally rich beverage powders that combine the familiarity of dairy proteins with the sustainability, nutrition and novelty of plant ingredients.**

Consumers want protein beverages with plant-based ingredients that **maintain the appealing taste, texture appearance and nutritional benefits** of 100% dairy-based drinks.

This creates a long list of challenges: clean flavor, creamy mouthfeel, light appearance, nutritional considerations, allergens, anti-nutrition factors, and consumer attitudes.

# THE POWER OF PROTEIN

Typically, plant proteins have a lower protein quality score, but when combined with one another or with dairy proteins, the protein blending creates a complete profile with the highest achievable Protein Digestibility Corrected Amino Acid Score.

***Protein blending involves identifying clean-tasting and functional plant proteins that pair well together with dairy proteins. Together, they make up a high-quality protein for optimal nutrition.***

In our ideation phase, we outline our customer's constraints, key targets and ingredients of interest.

Next, we build out the base formula electronically in our world-class formulation system to achieve the theoretical nutritional targets and product claims.

The theoretical base is then built up on the benchtop. Then, we fine-tune the mouthfeel, aroma and flavor using ingredient systems, to achieve the desired organoleptic results.

We draw upon our team's combined dairy-based and plant protein-based formulation expertise to develop great-tasting, nutritionally complete beverages that use protein blends to leverage the familiar dairy nutrition, taste and texture with the novelty, sustainability and nutrition of plant-based ingredients.

## NUTRITION THEY'LL DRINK RIGHT UP

Our R&D team put our formulation know-how to work, optimizing taste, texture and appearance using ingredients systems for viscosity, aroma and flavor. We maintain and exceed the standards set forth by our dairy-based-only customers, so they can expand their audience to include flexitarian consumers.

**At Nellson, we continue to invest in what is necessary to provide the best outcome for our customers.**

**START YOUR NEXT CRAVE-WORTHY PROJECT >**

nellson®
5115 E. La Palma Ave. | Anaheim, CA 92807
844.635.5766 | nellsonllc.com