

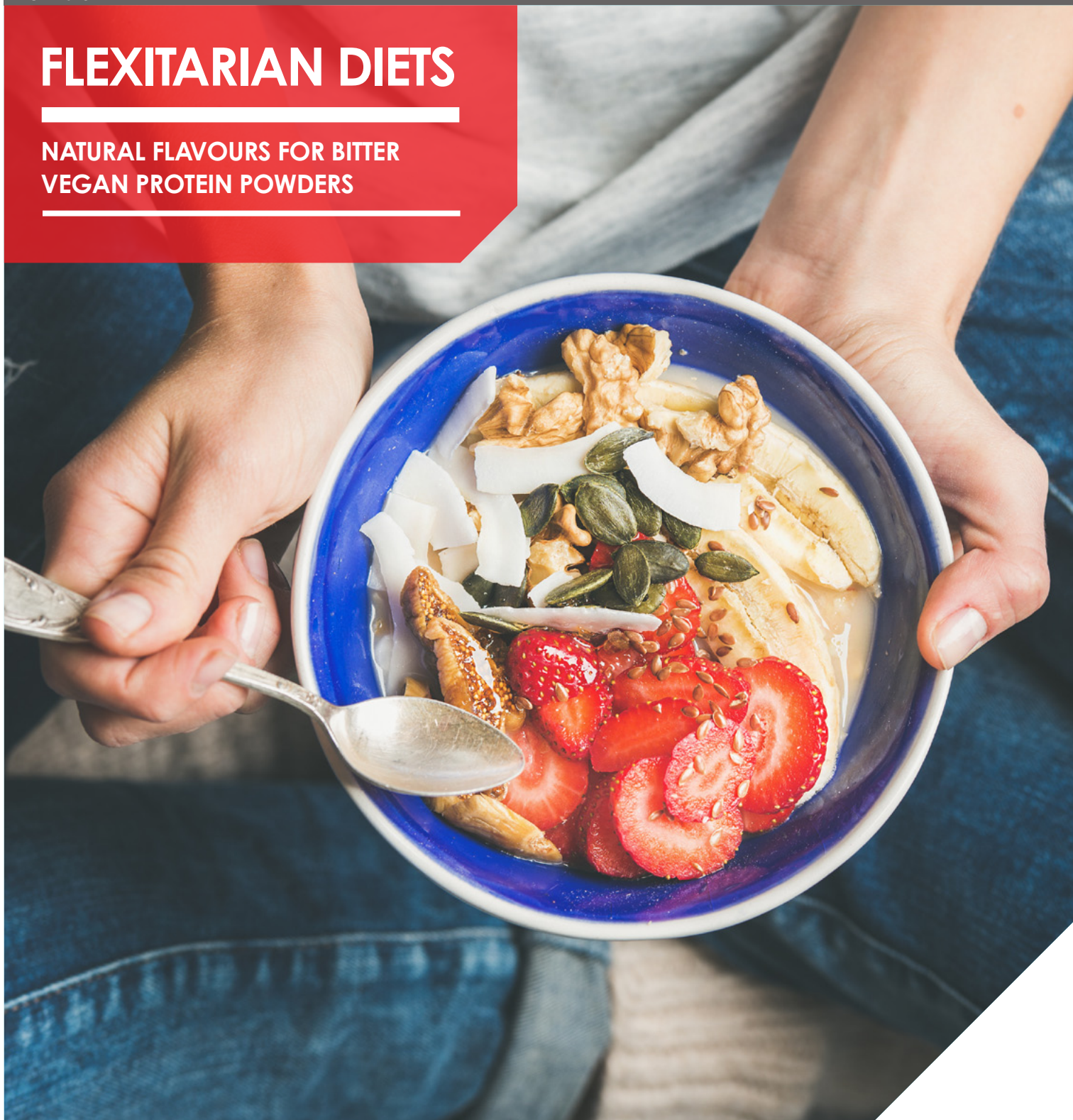
FOREFRONT

IN THE MIX
ON THE PULSE

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FLEXITARIAN DIETS

NATURAL FLAVOURS FOR BITTER
VEGAN PROTEIN POWDERS



**Nutricol ingredient solutions:
trend flavours**



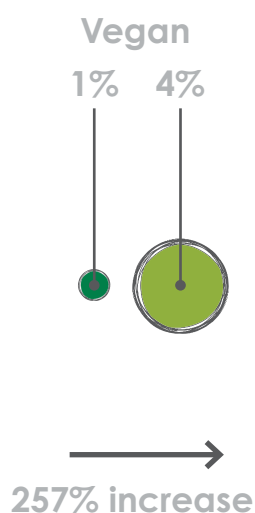
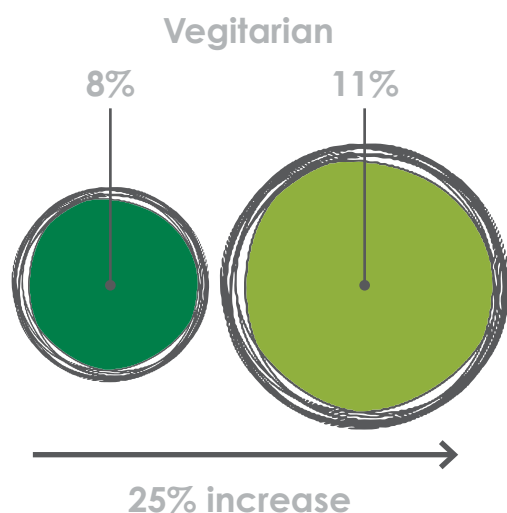
THE RISE OF FLEXITARIANISM

NPD OPPORTUNITIES FOR POWDERS AND BEVERAGES

Growing share of food and drink launches with vegetarian or vegan claims globally, 2010-2016

The latest consumer trend towards cutting back on animal sourcing has been given the phrase "flexitarian".

Vegan, dairy free and vegetarian lifestyle choices are expected to further grow and drive development of new products in these emerging categories, which are showing strong growth already.



● September 2010
– August 2011

● September 2015
– August 2016

Source: Innova
Market Insights 2017

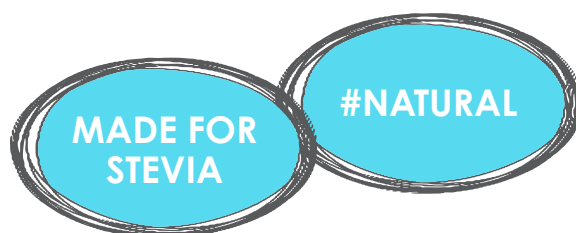
BITTER BLOCKERS AND TOP NOTES



Pea, hemp, rice and soy protein powders are grainy on the mouthfeel and present notoriously bitter flavours to overcome.

Developing deliciously tasting products can be difficult when working with bitter vegan protein powder bases.

Bell's masking flavour technology solution works for you by neutralising spiky bitter tastes. The top notes are optimised to deliver a superior tasting experience.



Recommended for vegan protein powders:

BITTER BLOCKER, NATURAL: 0492591



PEAR FLAVOUR, NATURAL: 0471111



VANILLA FLAVOUR, NATURAL: 5000073



BLACK CHERRY FLAVOUR, NATURAL: 0479497



CHAI LATTE FLAVOUR, NATURAL: 0471144



CAPPUCCINO FLAVOUR, NATURAL: 0479390



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