

FOREFRONT

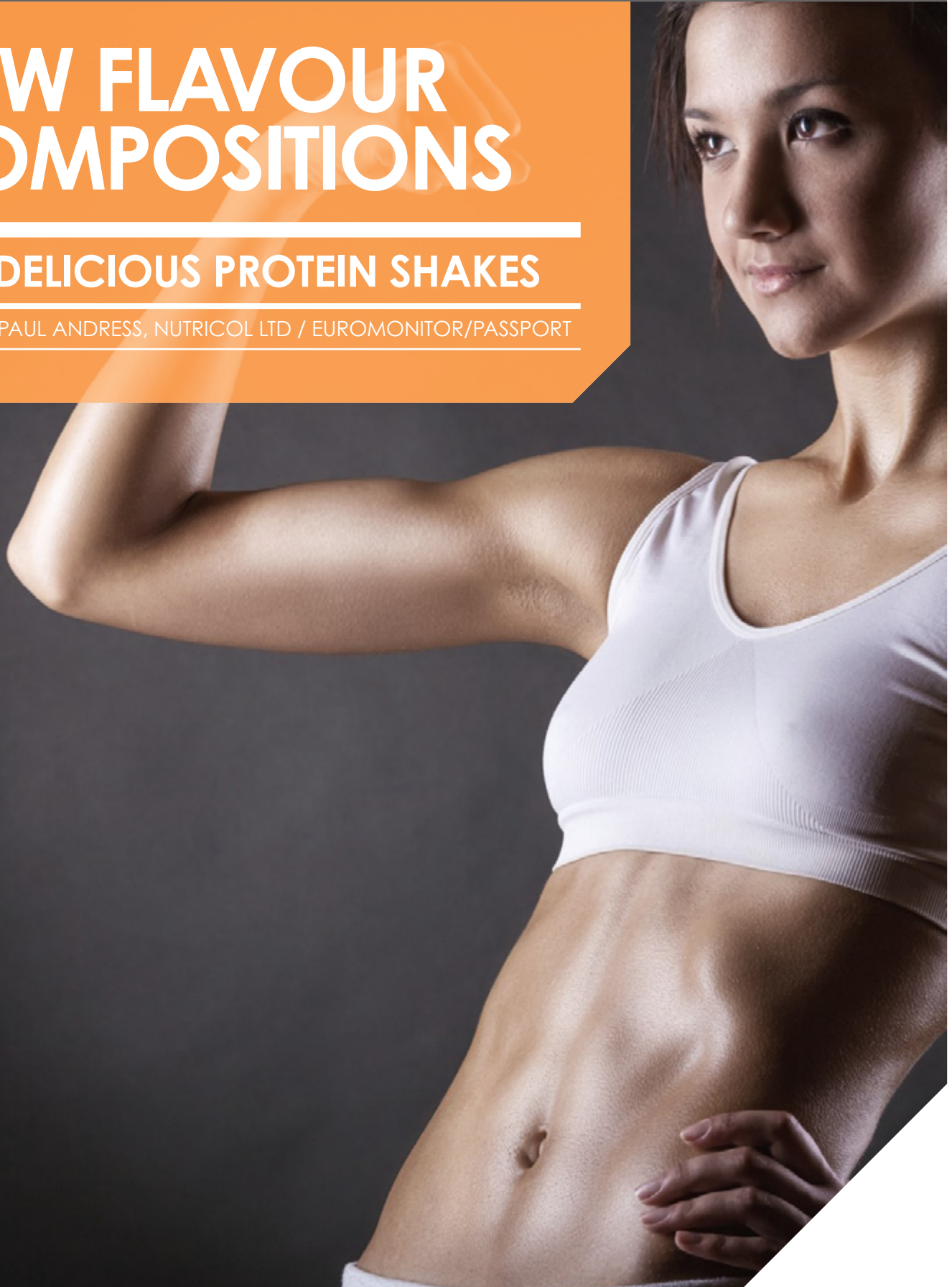
IN THE MIX
ON THE PULSE

PAGE 1 of 9

NEW FLAVOUR COMPOSITIONS

FOR DELICIOUS PROTEIN SHAKES

SOURCE: PAUL ANDRESS, NUTRICOL LTD / EUROMONITOR/PASSPORT



SPORTS NUTRITION TO LIFT INDUSTRY GROWTH

LATEST INSIGHTS

Though it accounts for just 4% of the 215 billion € global consumer health industry, sports nutrition's impressive growth in the last decade has turned it into a major supplement category.

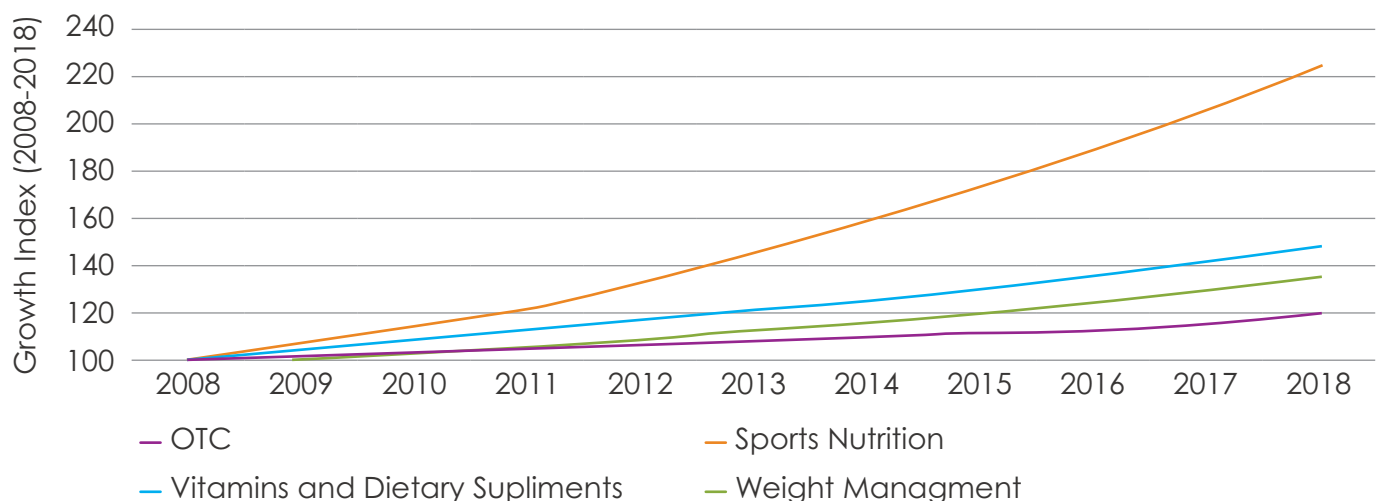
From 2008 to 2013, the category grew by 8% annually to 7 billion €.

In 2014, Euromonitor international expects growth of nearly 10%, as both established

markets like the United States and Australia and rapidly growing middle-income economies like India and China continue their impressive recent runs.

Furthermore, the protein RTD category is expected to grow by nearly 15% annually through 2018 (nearly double the overall sports nutrition category).

CONSUMER HEALTH / GROWTH BY CATEGORY



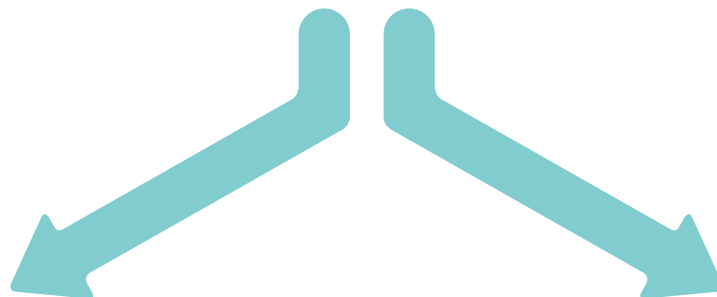


CONSUMER HEALTH

GROWTH BY CATEGORY

In addition to the growing tendency for consumers to take a proactive approach to guaranteeing health – including a greater focus on more exercise, healthier eating and supplementation, sports nutrition has been benefitting from an accelerated shift away from the hard-core athlete and bodybuilding demographic toward casual users.

While these users do not present the large basket and consistent resale opportunities that core users do, their sheer volume has proven enough to tempt some of the most entrenched producers to experiment with more mainstream packaging and distribution.



CASUAL USERS

- mostly amateur athletes
- moderate gym goers

HEALTH AND IMAGE USERS

- brand experimenters, who are drawn in by the general health-and-wellness-slant of the category



PROTEIN DRINKS HAVE SEVERAL POTENTIAL USAGE OCCASIONS

Sports performance products traditionally have had a very specific target of sports enthusiasts and body builders.

But research shows there is room for “softer” fitness products, with overall health and wellness the leading reason for choosing nutritional food and drink.

REASONS FOR PERSONALLY USING NUTRITION FOOD & DRINK, BY GENDER, OCTOBER 2012

	All	Male	Female
For overall health/wellness	62%	65%	60%
As a snack/fuel before or during exercising/a gym workout	54%	57%	52%
To help maintain metabolism	51%	54%	49%
Because they are easy to eat on-the-go	49%	42%	55%
Because they give me energy and/or keep me focused	42%	45%	39%
Just because I like the way they taste	38%	36%	39%
To help my muscles recover after exercise	36%	46%	28%
To help me lose weight	33%	26%	39%
To help maintain blood sugar	28%	28%	28%

Base: 1,241 internet users aged 18+ who personally use nutrition food and/or drink

FRUIT FLAVOURS & WARM FLAVOURS...

THE FRUIT FLAVOUR IMPACT...

- Manifold fruity flavours – a popular taste especially in mainstream shakes.
- Classics like banana, strawberry, peach or cherry reminds of classic milk shakes.
- Fruit+ is increasing in popularity.
- Flavour compositions made of fruit and smooth flavours such as cheesecake, mascarpone & co. Leave a more authentic taste in protein shakes.



... & THE WARM FLAVOUR EFFECT!

Especially in the context of a protein diet, in which protein shakes play a decisive role, consumers complain the high amount of fruit & vegetable they are allowed to eat and yearn for a chocolate bar or a delicious vanilla ice cream... One reason to create also protein shakes that imitate tastes like these – starting with classic chocolate taste, Stracciatella or caramel...

- As consumers continue to favor products which emphasize health and wellness, nuts have experienced consistent year-on-year gains in current value terms over the review period. Consumers tend to view these products as healthier snack options.
- Extension of classic warm tastes with trendy nuts such as macadamia, pistachio, peanut butter & co.





DISCOVER FRUITY AND WARM FLAVOURS THAT MEET THE MAINSTREAM CONSUMER PREFERENCES IN PROTEIN SHAKES...

MANGO-YOGHURT LASSI MIX

0479429 Mango Flavour Powder **1.30 : 100***
flavouring

0479507 Yoghurt Flavour Powder **0.80 : 100***
flavouring

A tropical refreshing dream... sweet & fruity mango paired with fresh & creamy yoghurt...

Natural Flavour Alternative:

0471105 Mango Flavour SD & **0479293**
Yoghurt Flavour Powder



*The Dosage stated, relates to the Powder!

FRUITY FLAVOURS

PEACH`N CREAM

0470754 Peach Flavour SD **0.70 : 100***
flavouring

0479238 Mascarpone Flavour Powder **1.10 : 100***
flavouring

A flavour composition that captivates with a fruity taste of ripe peach and a perfect creamy base caused by a smooth cheese curd note...

Natural Flavour Alternative:

0471113 Peach/Passion fruit Flavour SD & **0479322** Mascarpone Flavour Powder



PINEAPPLE & COCONUT

0470685 Pineapple Flavour SD **0.65 : 100***
flavouring

0470719 Coconut Flavour SD **0.35 : 100***
flavouring

An interpretation of juicy & creamy accords by the combination of pineapple and a smooth coconut rounding-off!

Natural Flavour Alternative:

0479459 Pineapple Flavour Powder & **0471114** Coconut Flavour SD



LEMON & CUSTARD

5000012 Custard Flavour Powder **1.30 : 100***
flavouring

0470381 Lemon Flavour SD **0.50 : 100***
flavouring

Fresh, slightly creamy and a bit sour – that's how the base of the drink is made of. The rounding off with a peely lemon leaves an exclusive fresh kick in this drink!

Natural Flavour Alternative:

0479532 Custard Flavour Powder &
0471084 Lemon Flavour SD



*The Dosage stated, relates to the Powder!

WARM FLAVOURS

PISTACHIO

0470752 Pistachio Flavour SD **1.30 : 100***
flavouring

The characteristic taste of pistachio with its nutty but also slightly fatty accords creates a mouth-watering, smooth and creamy taste experience!

Natural Flavour Alternative:

5000030 Almond Flavour SD



WALNUT

0470677 Walnut Flavour SD **1.10 : 100***
flavouring

Discover the fresh taste of walnuts – intense as freshly rasped!



PEANUT BUTTER

5400005 Peanut Butter Flavour Powder **1.10 : 100***
flavouring

A flavourful, appealing flavour that captivates with both – the characteristic notes of peanut and the discreet smooth and fatty character of real peanut butter!



HAZELNUT NOUGAT

0479568 Chocolate Flavour Powder **2.00 : 100***
flavouring

0479493 Hazelnut Flavour Powder **1.10 : 100***
flavouring

Dark chocolate & slightly roasted hazelnut – a perfect composition that slightly reminds of chocolate spread!

Natural Flavour Alternative:

0471122 Chocolate Flavour SD & **0479442** Hazelnut Flavour Powder



*The Dosage stated, relates to the Powder!



MASKING FLAVOURS

0479304 Soya Masking Flavour Powder **0.1 : 100**
Flavouring, E 635

0479367 Soya Masking Flavour Powder **0.1 : 100**
Natural Flavouring, E 635

0479413 Masking Flavour Powder **0.1 : 100**
Natural Flavouring, E 635

0479419 Masking Flavour Powder **2.0 : 100**
Natural Flavouring, E 635

0492591 Bitter Blocker **0.1-0.3 : 100**
Natural Flavouring