

## THE FIRST VEGAN PROTEIN BLEND BURSTING WITH DELICIOUS FLAVOUR

Discover how our specialist nutrition team created a tasty product by using a unique flavouring solution



Lifestyle nutrition has been a growing trend for some years now with more and more products entering the market every year. This is reflected in the growth of the global protein supplements market that was valued at £12.52 billion back in 2019, with a projected growth of 8.0% over the coming years\*.

The vegan protein market is one of the largest growing areas, as consumers look for more natural ways to boost their nutritional intake. The trouble is, most vegetable protein products don't taste that great. Until now!

Discover how our nutritional team put a smile on the face of vegan drinkers everywhere, by creating vegetable protein blends bursting with flavour.

### Our vegan protein blend story

Our mission is to help customers grow their businesses through product innovation. Half the time we do this when businesses come to us with a product challenge and the other half we go to customers with solutions they didn't know they needed.

Our story begins back in 2017, with one of our customers contacting us about helping them to create a great tasting vegan protein blend. They wanted to remove the earthy, spikey aftertaste traditional brown rice, pea and soya protein drinks taste of by creating something far more enjoyable and set us the challenge to help them find a solution.



### One for our flavourists

The biggest challenge when trying to add flavour to vegetable protein products is reducing the bitterness that naturally comes from the product, as it traditionally overpowers any flavour you add. We instantly engaged our global principal supplier **BELL FLAVOURS** – the flavour and fragrances specialists and got them up to speed on our latest challenge. They came back with a BITTER BLOCKER they had recently developed.

### Teasing the tastebuds of vegans everywhere

Now that we were able to block out the bitterness, the new product development team could get to work. They came back with two gorgeous flavours, Strawberry and Chocolate Peanut that got the tastebuds of the client tingling in an instant.

### Our vegan protein blend finished product solution

We were able to create a product that was perfect for strict vegans as it was entirely free from soya and used five vegan protein blends of pea, rice, pumpkin, flax and quinoa protein. Unlike other vegan protein blends, our new innovative solution was packed with delicious flavour, while remaining low in sugar.

## COLLABORATE WITH US AT BELL'S FLAVOUR KITCHEN TO UNEARTH DELICIOUS FLAVOUR SOLUTIONS OF YOUR OWN

BELL Flavour Kitchen,  
Stamford UK



### Other vegan protein products

Thanks to our innovative product, we can now create the perfect solution for any vegetarian protein product that's packed with flavour. Other products include energy bars, meal-replacement shakes, RTDs, veggie burgers, protein cluster snacks, biscuits etc...

### Getting creative in the kitchen

A huge part of our offering is finding completely new ingredient solutions for our customers and it's no different when it comes to flavours. Any client that's looking for new flavour solutions is invited to join us at **BELL's Flavour Kitchen** to work alongside our collaborative teams, flavourists and chefs to explore and discover the perfect solution for your product.



### The innovation behind our tasty, vegan protein blend

Thanks to our nutritional team, we were able to create a natural flavouring powder that drastically reduced the bitterness that traditionally overpowers brown rice, pea and soya proteins. This innovation created a level playing field for top notes, creating vegetarian protein products bursting with great flavour, that could now be enjoyed by die-hard vegans everywhere.



### Get in touch

By collaborating with our specialist teams, we can work with you to create completely bespoke tasty vegan protein products of your own. Contact them today to hear how we can help you tap into the ever-growing protein supplements market.

For the full scientific facts and data around our tasty vegan protein products or to find out how we can create fully vegan protein products for your customers, email: [info@nutricon.co.uk](mailto:info@nutricon.co.uk) or call our team on: 01787 478 855

### Nutricon Ltd

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