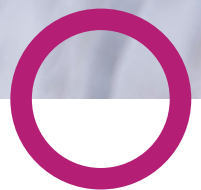




Ingredion.

Be what's next™



5 ways to delight consumers with your plant-based product

Deliver plant-based alternatives
that meet consumer demand

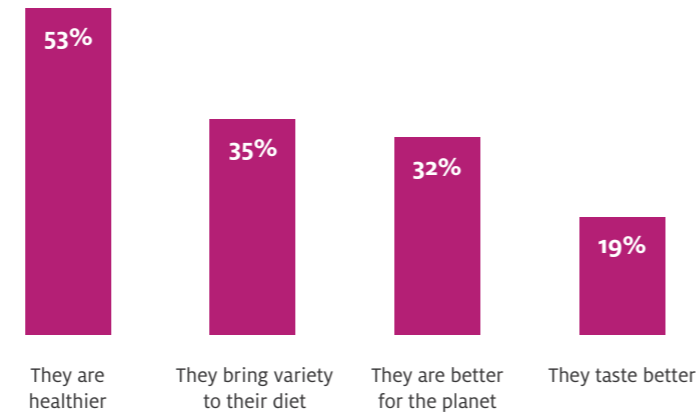
Delight today's consumers with plant-based products

More consumers are reaching for plant-based products than ever before.

This report, containing Ingredion's proprietary research, explains why plant-based alternatives are in demand, and explores five ways to achieve success in the plant-based market.

In EMEA, 60% of consumers are willing to pay more for products with plant-based claims.²

Why do consumers want plant-based alternatives?*



Five ways to delight today's consumers

1. Deliver delightful taste — the number one challenge for formulators

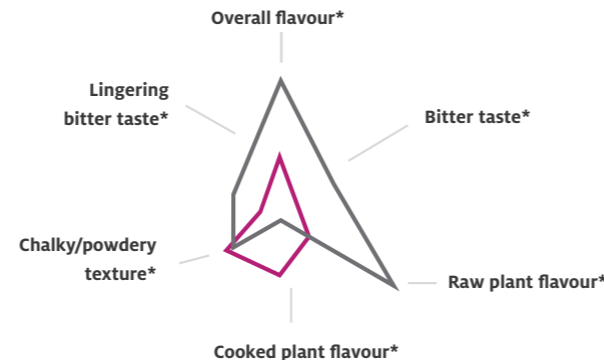
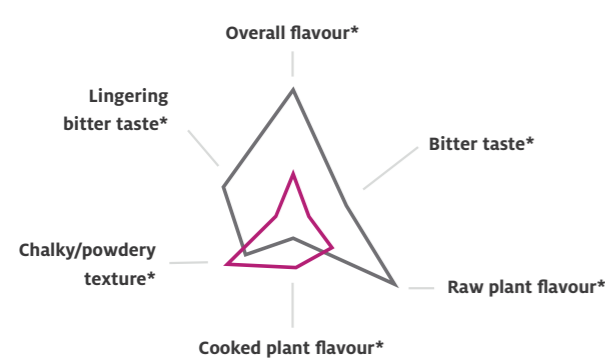
Taste is the biggest stumbling block to purchasing plant-based foods.³

The solution: Look for plant-based products that deliver a clean flavour. Products derived from pea or faba beans are great options as they can deliver a clean taste in more applications — without a compromise on texture.

The performance of our pulse protein concentrates is demonstrated in our sensory maps.



Delightful sensory appeal



— VITESSENCE® Prista P 155 pea concentrate
— Conventional pea concentrate

— VITESSENCE® Prista P 360 faba bean concentrate
— Conventional faba bean concentrate

2. Deliver 'natural' ingredients

Only products combining plant-based claims with sugar reduction and naturalness messages are gaining share.⁴

Consumers want claims that increase healthy perceptions, such as 'natural'.

The solution: Look for plant-based proteins that offer a 'natural' or 'no added sugar' claim, as well as a clean label.

% CAGR	Claim	71% of consumers are willing to pay more for products with a 'natural ingredients' claim. ⁵
7%	Low sugar	
7%	'Natural'	
3%	No added sugar	

3. Offer plant-based products that are free from common allergies

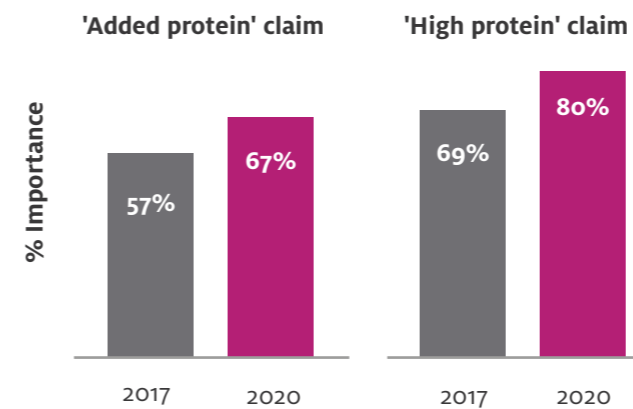
Among these allergens are eggs, nuts, soy and wheat.

The solution: Look for proteins derived from pea or faba beans. These do not contain common allergens and enable you to use positioning claims like 'non-soy based'.

35% of consumers in EMEA consider 'free-from (eggs, nuts, soy)' claims to be extremely or somewhat important.⁶

4. Deliver an excellent source of plant protein

Claims such as 'added protein' or 'high protein' have grown in importance, according to consumers, over the last few years.⁷



Protein is very important to consumers that are tapping into both the plant-based trend and the health and wellness trend.

The solution: Pulse protein concentrates are great sources of plant protein and do not contain common allergens.

5. Balance delightful products with sustainability

Ensure your product is better for the environment, so consumers feel good about their purchase. Plant-based ingredients, such as plant-based proteins:



Are associated with 8x lower greenhouse gas emissions than a beef-based meal.⁸



Require 100x less water to produce than animal proteins.⁹



Take 4-7x less energy to produce than the same amount of animal proteins.¹⁰

The solution: Pea and faba beans are sustainable solutions that are perfect alternatives to meat and soy-based products, which are often associated with non-sustainable practices. To meet consumer demand, the pea and faba beans should be produced using the dry milling process, which is more sustainable than wet milling, and processed without chemicals or additives.

Delight consumers with VITESSENCE® Prista from Ingredion

Ingredion have created a revolutionary line of ultra-performance proteins. Watch our video to discover how VITESSENCE® Prista pulse concentrates enable you to create plant-protein enriched products with an appeal that gets your brand chosen — again and again.

[Watch the video](#)



Ingredion Incorporated (NYSE: INGR) headquartered in the suburbs of Chicago, is a leading global ingredient solutions provider serving customers in more than 120 countries. With 2021 annual net sales of nearly \$7 billion, the Company turns grains, fruits, vegetables and other plant-based materials into value-added ingredient solutions for the food, beverage, animal nutrition, brewing and industrial markets. With Ingredion Idea Labs® innovation centres around the world and approximately 12,000 employees, the Company co-creates with customers and fulfils its purpose of bringing the potential of people, nature and technology together to make life better. Visit [ingredion.com](https://www.ingredion.com) for more information and the latest Company news.

Get in touch to learn more about our plant-based expertise



Join the conversation and follow us on LinkedIn:
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1 Innova Database, Innova Consumer Survey 2019 & 2020 (average of UK, US, Spain, France, Brazil, India, Germany, Mexico, China and Indonesia)

2, 5, 6 ATLAS Proprietary Research, 2020

3, 7 ATLAS, Ingredion Proprietary Consumer Research, U.S., 2021

4 Innova Database, Innova Consumer Survey 2019 & 2020 (average of UK, US, Spain, France, Brazil, India, Germany, Mexico, China and Indonesia)

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This information is intended to support the efforts of our customers to develop and implement an appropriate labelling strategy for products containing Ingredion ingredients or additives. In all respects, the ultimate decisions on how to identify and label ingredients or additives on food packages remains with our customers. We urge you to carefully review the relevant regulations and to seek appropriate legal counsel as you determine the labelling requirements applicable to your products.

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