MEANINGFUL CLEAN UP

A Comprehensive View of a Developer's Techniques and Options
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COLOR
Color presence commercially in:
- Visual appearance
- Deep flavor base connection
- Ability to create mental connection
- Ability to mesmerize or fascinate

CONSUMER EXPECTATION
- Visual
- Flavor expectations
- Textural expectations
- Emotional expectations

PURPOSE
• It is not enough to select a new clean ingredient, but in order for that ingredient to meet a product developer's expectations, it must be robust in its performance and deliver needed benefits.
• This presentation will explore the various ingredient options and techniques that can be meaningful "replacements with purpose" and "innovators of flavor, color, and texture," all of which combine packing performance as well. This application-oriented session is based on the principle that deliciousness and quality-comes-first as the R&D goal.

DEVELOPER EXPECTATION
Several R&D challenges we face:
- Replacement in use
- Preservation of cleaning with new product
- Natural bases for the ingredient
- Natural food sources for the ingredients
- Flavor enhancement
- Reducing cost of the ingredient

INGREDIENT EXPECTATION
Some performance desired:
- Texture
- Flavor
- Preservation
- Ease of use
- Flavor enhancement
- Sweetening
- Delicious
PURPOSE

• It is not enough to select a new clean ingredient, but in order for that ingredient to meet a product developer’s expectations, it must be robust in its performance and deliver needed benefits.

• This presentation will explore the various ingredient options and techniques that can be meaningful “replacers with purpose” and “mimickers of flavor, color and texture,” all of which come packing performance as well. This application-oriented session is based on the principle that deliciousness and quality-comes-first as the R&D goal.
CONSUMER EXPECTATION

SEVERAL TYPES OF CONSUMER LABEL READERS:

A few others:
• Gluten intolerance
• Diabetic
• Vegetarian / Flexitarian
• High Protein
DEVELOPER EXPECTATION

Greatest R&D challenges we face:
• To complete our task with compelling and DELICIOUS food
• To present foods dense in nutrition
• To create foods focused on less processed, known source ingredients
• To maintain competitive costs while holding true to all of the above!
COLOR

Colors possess commonality in:
- Visual appearance
- Deep flavor lexicon connection
- Ability to create mental connection
- Ability to mimic one another
GOLD / YELLOW

SAFFRON / SPICES

CITRUSES

EGG YOLKS

MICROALGAE

BUTTER, BANANAS, CORN, LEGUMES

MANGOES / PAPAYAS
GREEN
BLUE / PURPLE

RICE

BERRIES

CABBAGE

EGGPLANTS

GRAPES, PLUMS, FLOWERS

TUBERS

CHLORELLA

DRIED FRUITS
BROWN

DRIED FRUITS

COKE

COFFEE

MÄLLARD BROWNING

NUTS, RICE, GRAINS, MOLASSES, SUGARS

CHOCOLATE
FIG COLA

DRIED FRUITS

COLA

VANILLA
RED

CARROTS / LEGUMES

BEETS / TOMATOES

BERRIES

BEANS, GRAINS, RICE

POMEGRANATES

CHILIES
VANILLA CUSTARD SAUCE

- FLOURS / MEALS, TAHINI
- DAIRY / MILK, CHEESE
- MICROALGAE
- EGG YOLKS
- MANGOES / PAPAYAS
INGREDIENT EXPECTATION

Some performance desired from our ingredients:

- Stability in formula
- Viscosity-enhancing
- Moisture-wicking
- Fat or water soluble
- Emulsifying
- Nutrient-dense
- Intense natural color
- Flavor-mimicking
- Healthy promoting
- DELICIOUS!
THANK YOU!