

PROTEIN TRENDS & TECHNOLOGIES SEMINAR

Global Food Forums, Inc.

Protein Trends & Technologies Seminar

May 23-24, 2017



Of Hashtags & Handles (and branding)

Recommended hashtag: #proteinseminar

Hashtags in tweets enable the tweet to be indexed by keywords/ topics. People can follow topics of interest...a twitter account is not needed.

Search online for #cleanlabel or #natural or #foodscience

Username (aka handle) @globalfoodforum

Global Food Forums: Exclusive use of "globalfoodforum" A tweet with @{username} is a way to mention that person, link to their profile and sends them a message. (I get a text message notification).

PROTEIN TRENDS & TECHNOLOGIES SEMINAR

Pre-conference: Business Strategies
May 23-24, 2017

THREE SLIDES ON PROTEIN PRODUCTS: SAMPLING STATION

Claudia Dziuk O'Donnell, MSc, MBA, Co-owner
Global Food Forums, Inc.





Epic: Sustainable beef through use of “regenerative agricultural practices.”

Gourmet jerky at \$39.95 for 20 – 23g strips.



Primal Kitchen: Paleo Approved; hydrolyzed collagen; numerous nuts and seeds for protein; coconut flakes, oil and flour; pink salt from the Himalayas & natural monk fruit extract.



Lovingearth: Organic activated nuts & seeds [sunflower seeds, flax seeds, pumpkin seeds, cashews, brazil nuts, almonds]



SURVEY RESPONDENTS

200 Product Formulators; 125 Companies

- 78% - processors of consumer food/beverage products
- 12% - ingredient suppliers
- 6% - nutritional supplements companies
- 4% - food product development contract firms

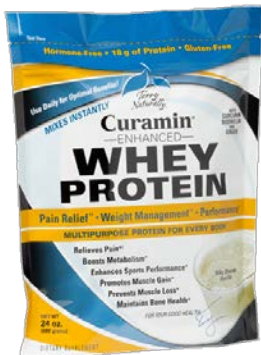
Protein Ingredient Use



Kodiak Power Cakes:
Protein Blend (wheat protein isolate, whey protein concentrate, milk protein isolate)



Purely Inspired:
Organic Protein Blend (Organic Pea Protein, Organic Brown Rice Protein)



Terry Naturally Curamin Enhanced Whey Protein:
Proprietary Whey Protein Blend (Whey [milk] protein concentrate and isolate). "...Concentrate metabolizes slowly for sustained energy and satiation...isolate digests quickly for faster absorption and recovery...)

WHY BLEND PROTEINS? (Top 3 reasons out of 7)

57% - For better functionality

42% - For cost management

42% - To obtain a complete protein for nutritional label claims / Statements

Source: Global Food Forums'
2017 R&D Report: Protein Ingredients



“It's a good source of protein, potassium, calcium, and iron, it's plentiful, and it has tons of uses.” - *Epicurious* website (June 24, 2016)

Upton's Chili Lime Carnitas:
1g protein/serving

