

PROTEIN TRENDS &  
TECHNOLOGIES SEMINAR

Global Food Forums, Inc.  
Protein Trends & Technologies  
Seminar

May 22-23, 2018



# Hashtags & Handles

**@globalfoodforum**

**#proteinseminar**

# Why a (Technical) Protein Conference?

- ❖ Crucial macronutrient with continued positive news on health benefits
- ❖ Protein an expensive macronutrient (vs. fat and carbohydrate) for a growing population
- ❖ New technologies/science in agricultural, ingredients, processing, nutrition, etc.
- ❖ Technical challenges in formulating decent tasting, nutritious, affordable and consumer-desired products

# Protein Products Sampling Station

## Why a NEW Product was Chosen

- New format
- Emerging ingredients
- Exemplified a trend
- Highly successful
- Innovative



Over US \$1/3  
Billion 1<sup>st</sup> year sales

# Product Identification & Retrieval

- Monitor online news, NPEW, Heavy use of online ordering
- Mintel - Thanks!



# Products & Issues: Emerging Ingredients & Allergenicities

- Use of ancient grain / seed components including lupin(e)



- Insect proteins



- *Steve Taylor, Food Allergy Research and Resource Program, University of Nebraska*

# Products & Issues: Protein & Flavors

- ❖ Protein Snickers (we KNOW what it is suppose to taste like)



- ❖ Halo Top "Ice Cream" - Quick melt, impactful flavors



- *Robert McGorrin, Ph.D.,*  
*Protein + Flavor = A Formulation Challenge*

# Products & Issues: Organic, Non-GMO Verified

- Nine products claim Non-GMO including Premier Nutrition's Plant Protein PowerBar



- Orgain's Organic Nutrition Nutritional Shake

- Nancy Knight, Director Quality and Regulatory Compliance, Orgain



# Products & Issues: Physiochemical Functionality

- Anusha Samaranayaka,  
POS Bio-Sciences - Plant  
Proteins: Tips for Successful  
Use in Formulations



# Products & Issues:

## Nutrition / Supplemental Facts Label



• Earnest Eats Protein Biotic Maple Oatmeal  
Nutrition Facts: Serving Size 1 cup (71g), Amount per Serving (% Daily Value), Calories 300..... Total Carbohydrate 36g (12%), Fiber 5g (21%), Sugars 10g, **Protein 16g**

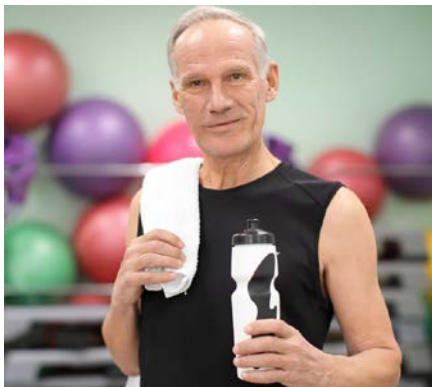


• Real Good Chicken Crust Large Three Cheese Pizza  
Nutrition Facts: 2 Servings per Container, Serving Size ½ Pizza (135g), Amount per Serving: Calories 260, Total Carbohydrate 4g (1% DV), Dietary Fiber 0g (0% DV), Sugars 2g, **Protein 25g (50% DV)**

- Justin J. Prochnow, Greenberg Traurig -  
Protein Quality and Labeling

# Consumers & Issues: Proteins & Health

- Chris Lockwood, Lockwood LLC - Formulating With Whey In A Fully Transparent Market

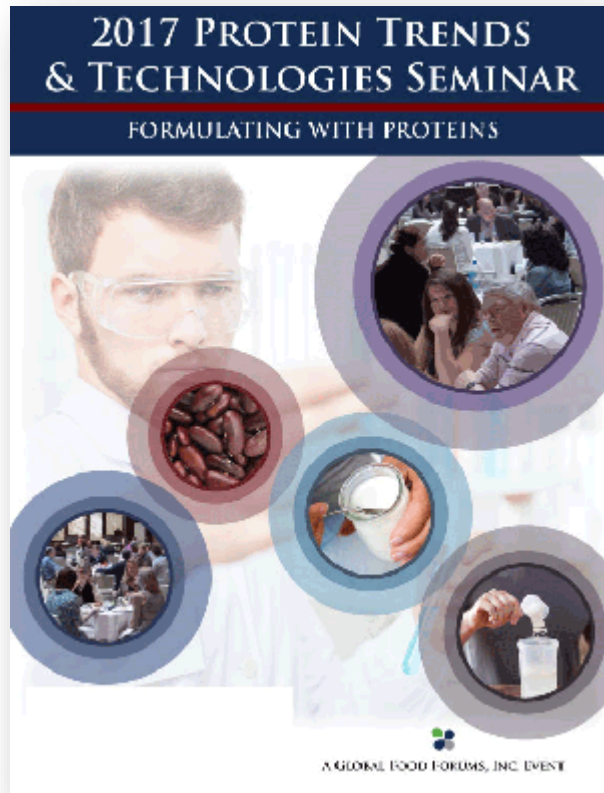


Douglas Paddon-Jones, The University of Texas Medical Branch - Nutrition Strategies to Protect Muscle Health During Aging

# Consumers & Issues: Innovation & What Consumers Want

- Lynn Dornblaser,  
Mintel - Trends &  
Takeaways in the  
[Still] Hot Protein  
Product Marketplace





See bottom of Welcome Letter page for URL where 2018 PTT presentations will be posted by **June 1<sup>st</sup>**.

2018 Protein Trends & Technologies Seminar magazines (summaries) to be completed by late summer / early fall.