



BATORY: PROTEIN POWERHOUSE

June 2015

Why Protein?

Once the dominion primarily of sports nutrition, “high protein” is an opportunity no formulator can afford to ignore—whether you’re a functional food purveyor or food and beverage marketer.

In 2015 and beyond, the formulators who stand to win understand that consumers’ appetite for protein doesn’t stop at the supplement store. Look no further than pharmacy shelves, which bow under the weight of protein shakes and bars. In the grocery store, protein claims have moved beyond traditional realms like dairy. The aisles now teem with cereals, baked goods and beverages (even pet foods and dressings) making “high protein” claims. That’s to say nothing of the glossy magazines putting protein in their headlines.

What’s driving the protein passion? Credit a surge in health and wellness awareness, as well as ever more sophisticated exercise and nutrition science. The extreme protein diet craze of the early 2000s has given way to a better-informed consumer base. Fortunately, people no longer dine on bacon and cheese all day. But they have developed what you might call a “protein IQ,” replacing carbohydrates with protein-based energy sources for the latter’s wellness edge.

All of this dovetails with the phenomenal success of the sports nutrition market, which has outperformed all other consumer health categories globally, according to Euromonitor. Within sports nutrition, protein is by far the fastest growing market. To capture their fair share of this success, mainstream brands have taken up the protein mantle. And why wouldn’t they?

The Protein Life, Made Easy

Protein has something for everyone. For aging Americans, protein is associated with cardiovascular health. Women seek protein to stay satiated, experience energy and muscle recovery and maintain lean muscle and bone health. Men consume protein for the same reasons, but also because of its potential to increase muscle mass. As new research suggests that most adults could benefit from higher protein intake than the RDA,[†] people are not likely to lose interest soon.

In fact, two thirds of people say they aim to consume moderate or high amounts of protein, according to Datamonitor, 2013. They also view protein content as an important factor in purchasing decisions, along with perennial claims like low fat and low sugar. Make no mistake, however: Protein devotees are not necessarily consuming more meat. According to Datamonitor, 41% of people globally eat a low meat diet while 13% eat meat free.

Winning formulators see the opportunity in this. A diet of vegetables and lean meats or soy can be difficult to maintain, and vegetarians and vegans struggle to consume enough protein. Batory’s far-ranging portfolio—which spans plant- and animal-based protein sources, including protein crisps, dried egg and dairy protein products—makes it far easier to help consumers maintain a protein-rich lifestyle.

(Continued...)

The content of this market update is for marketing and informational purposes only, and is not intended as, nor should be regarded as, advice. Although the information presented is obtained or compiled from sources we believe to be reliable, we cannot warrant the accuracy, validity, timeliness or completeness of any content or data provided herein, either expressly or impliedly for any particular purpose. We expressly disclaim any warranties with respect to the content or statements in this newsletter. Opinions expressed herein are current as of the date of this newsletter and are subject to change without notice.

The Batory Advantage

Our full suite of protein powders can pump up the protein in everything from baked goods to yogurts, oatmeal to dressings—whether you need a single protein source or plan to blend more than one. With our protein crisps, including Batory's branded line, Simply Crisps®, waistline watchers can enjoy good-for-you treats with protein crunch. And gym goers can grab protein-infused water for muscle recovery, thanks to Batory's hydrolyzed collagen or clear soy or whey protein.

Variety is our hallmark. We offer top-of-mind protein sources like soy, dairy and albumin as well as newer choices like fava bean, pea, wheat, ancient grains and lentil. Hemp and rice will arrive later this year. Consider the vegan market, once limited to soy, soy and more soy. Our proteins open a world of flavor and application variety for these consumers.

Another aspect of the Batory advantage: a wealth of knowledge to help you navigate formulation challenges that invariably arise during innovation. Our dedicated protein product managers work closely with vendors, who recommend optimal products. They also have their fingers on the pulse of market trends and price volatility. We pass that insight on to you.

Of course, finding the right protein source is just the start. No matter your application, you will need a host of other ingredients to create magic, the kind of best-in-class ingredients Batory provides to thousands of customers: starches, high intensity sweeteners, nutritive sweeteners, fibers, acidulates and more.

When you can find it all here, why go anywhere else?

Partner with Batory. Partner with a protein powerhouse.

[†] Donald K Layman (13 March, 2009). Nutrition & Metabolism 2009, 6:12. Retrieved from: <http://www.nutritionandmetabolism.com/content/6/1/12>

The content of this market update is for marketing and informational purposes only, and is not intended as, nor should be regarded as, advice. Although the information presented is obtained or compiled from sources we believe to be reliable, we cannot warrant the accuracy, validity, timeliness or completeness of any content or data provided herein, either expressly or impliedly for any particular purpose. We expressly disclaim any warranties with respect to the content or statements in this newsletter. Opinions expressed herein are current as of the date of this newsletter and are subject to change without notice.

