

WINTER 2018

MINTEL'S GLOBAL FOOD AND DRINK TRENDS IN 2018



FULL DISCLOSURE - Widespread distrust has increased the need for food and drink manufacturers to be forthcoming about their ingredients, production processes, and supply chains. Clean and transparent labels, ethically sourced ingredients, and farm to factory traceability will lead the way in 2018. An example of this trend include Betterwith "Honest" ice creams which claim to be the first farm-fresh traceable premium ice creams in Canada.

SELF-FULFILLING PRACTICES - As more consumers find modern life to be hectic and stressful, flexible and balanced diets will become integral elements of self-care routines. Consumers seeking more routine relief from stress will change the definition of "permissible indulgence" from the rare feast to habitual better-for-you treats. An example of this trend is Nature Dent Sugar Free Chewing Gum from Iran which is made with a 100% natural gum base and includes natural herbal extract for a formulation that is said to relieve stress.



NEW SENSATIONS - Texture is the latest trend to engage the senses (sound, feel, satisfaction) and deliver share-worthy experiences. Texture is the next facet of formulation that can be leveraged to provide consumers with interactive and documentation worthy experiences. Nabisco Oreo led this trend by honouring US Independence Day celebrations with a limited-edition chocolate Oreo with red and blue popping candy inside the cream. Other ways to formulate to this trend could be to add texture to a drink with fruit or tapioca pieces, adding large chunks to ice cream or an extra crispy snack.

PREFERENTIAL TREATMENT - New era in personalization is dawning due to the expansion of online and mobile food shopping. As technology helps to make shopping as effortless as possible, an era of targeted promotions and products is emerging. E-commerce giant Amazon's acquisition of Whole Foods Market and a partnership between Walmart and Google will likely provide consumers with targeted promotions, suggestions, and innovations that capitalize on online, as well as offline, shopping behaviours. Motivated by the potential to save time and money, meal kit subscription services, such as Hello Fresh and Blue Apron, offer consumers a curated adventure.



SCIENCE FARE - Forward-looking companies are raising awareness by comparing scientifically engineered food and drink with the traditional food and drink supply chain. Technology will begin to disrupt the traditional food chain in 2018 as enterprising manufacturers aim to replace farms and factories with laboratories. For example Beyond Meat's prepared meal is made with plant-based chicken and states that when buying the product, the consumer is said to be "lending Mother Nature a helping hand and positively impacting climate change by conserving water, energy and land."

TRENDS - Quadra looks at many sources for inspiration and ideas. One of our data partners, Mintel, leads the way with assessing the current landscape in the global food industry and helps to arc these trends into relevant themes that we can translate to new ingredient and product innovations. If you would like more info on how Quadra can provide further Mintel information to you and your company, please contact your Quadra Account Manager.



EVENTS CALENDAR

Make sure you connect with the Quadra Team at:

- CIFST BC Section Supplier's Night - February 28
- Natural Products Expo West - March 8, 9, 10
- CIFST Québec Supplier's Night - April 12
- Prepared Foods Symposium Montreal - April 24 (Montreal Airport Courtyard Marriott)
- Prepared Foods Symposium Toronto - April 26 (Sheraton Toronto Airport Hotel and Conference Centre)
- Bakery Showcase 2018 - April 29 & 30

For Prepared Foods Symposiums please RSVP through your Quadra Account Manager or rsvp@quadra.ca

Events

2017 Fall Recap

CIFST Fall Technical Session – “SUGAR, where to from here?”

On October 20th, Quadra participated in the CIFST Fall Technical Session in Mississauga. The event was held at the Maple Leaf ThinkFOOD! Center in Mississauga. Katherine McSpadden, Application Specialist spoke to the crowd about Quadra’s complete portfolio of ingredients that can help to reduce sugar product formulations. Carmen East, Product Manager and Kelly MacDonald, Account Manager were also on hand to discuss our portfolio during the table top portion of the event.



Clean Label Bakery Symposium

The Fall 2017 season was a busy one for us at Quadra Ingredients! We launched our first of many ingredient symposium series. In partnership with our key suppliers – Beneo, Fiberstar and IFF/ Tastepoint, we hosted 3 Bakery symposiums across Canada where we discussed new trends, ingredients and technology that help to clean up your labels. Some of the topics that we covered included:

- Orafit® Inulin and Oligofructose to help reduce sugar in baked goods.
- Canada’s new labelling rules and how they apply to labelling sugar and sugar content ingredients.
- Fiberstar’s Citri-Fi® citrus fiber and how it can be used to manage moisture, reduce sugar, replace gums while improving the look of your label.
- IFF and Tastepoint shared their outlook for new bakery flavour trends as well as introduced their new, clean label fruit and vegetable powder line – PowderPure®.
- Quadra discussed trends and new ingredients on gluten free, plant based proteins and alternative grains.

Thank you to all our customers who came to learn with us and to make each event a success!

WHAT’S NEW?

IAG – Nubana™

Quadra has partnered with the IAG Group to offer Nubana™ in Canada. Nubana™ is a green banana flour made from fresh picked green bananas, which have up to 70% resistant starch. Highlighted as one of the top ingredients to watch in 2018 by Food Navigator, Green banana flour is the ultimate “clean label” flour. It is gluten free, Non-GMO, non-allergenic and non-hydroscopic. Nubana™ easily incorporates into multiple applications and has a clean taste. It can be used to replace flour in baked goods, gums in sauces, reduce sugar in snacks or even to replace fats in meat products to name a few. In addition to its versatility, Nubana™ provides nutrition to your product by being rich in potassium and magnesium as well as resistant starch.



Prairie Fava – Fava Bean

Grown right here in Saskatoon, Canada, Prairie Fava offers Fava bean products to all of our customers for their development needs. Current line-up of products include de-hulled fava bean flour, pre-cooked fava bean flour as well as fava bean flakes. Applications are endless for this versatile ingredient but some applications can include meat products, snacks, baked goods, sauces and cereals. Fava bean is kosher, gluten free and vegan. Fava bean is high in protein (27%), fiber (23%) and also high in potassium. One of the other benefits of fava bean is its clean taste. It has a very neutral aroma and taste compared to some other pulse products.



WHAT’S COMING UP?

Quadra’s Prepared Foods Symposiums – April 24 (Montreal) & April 26 (Toronto)

Do you make soups, sauces, frozen meals, appetizers, meat or vegetarian based products or any of the components that go into those? If you do, keep your eyes out for dates for the upcoming Spring 2018 symposium series. Quadra will be hosting a Prepared Foods Symposium in Toronto, Montreal and Vancouver where we discuss new ingredients, trends and technology that can help improve your products. You won’t want to miss this amazing opportunity to learn, share and network. For more information or to register please contact your Account Manager.

