



# Simple Ingredients by Univar Solutions





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Food trends, established, evolving & emerging, are driven by two key factors – The Market & Social Influence. Understanding these factors is crucial in determining between a trend and a fad.



There is no doubt that one of the biggest drivers of social change has been the rise of technology. Now, more than ever, consumers hold a wealth of information at their fingertips, unlocking the door to a global larder of ideas, discoveries & cultures, giving rise to what we now call 'The Conscious Consumer'. This consumer craves instant gratification and is far more aware & informed with regards to food and its origins.

Issues that were once dismissed, such as health, welfare & sustainability are now front of mind when making purchasing decisions, leading to products that display these characteristics to become norm rather than niche.

Further pushing the modern consumer is the onset of social media and the birth of the 'Instagram Generation'. Globally, 45% of people share photos or videos weekly, up from 38% in 2015. With our lives on display, it has created a society where purchasing decisions are influenced by the status and shareability a product offers.

The modern consumer is mindful, knowledgeable and healthful, not to mention influential. They are driving NPD where value rather than cost is deemed most important. This in-demand value lies in products that align with the trends as well as offering variety, novelty & sustainability, satisfying social desires.

# Simple Ingredients by Univar Solutions

Consumers are more ingredient conscious than ever. The 'Simple Ingredients' trend has been borne out of a desire to un-complicate things for the modern 'tight for time' consumer, creating a shortcut to read labels as simple signposts better directing them to their preferred lifestyle choice right now.

It also refers to a return to nature as unnaturally fortified options are being replaced with ingredients that are inherently nutrient rich and therefore less processed.

This Scandi-style approach offers social status in buzzwords such as fresh, raw, clean & natural, implying back to basics and better quality where none of the goodness is lost and the supply chain is shortened.

Ultimately, the more clean, clear and honest food is, the better it is perceived. Consumers want to know this information as directly as possible.



22%

of UK adults have tried following a "clean diet," and an additional 40% are interested in trying it

64%

consumers read labels whilst 1 in 3 had increased their research on ingredients

71%

consumers check the back of pack labelling when shopping

75%

of Western European consumers claim to pay attention to the ingredients in the food and drinks they consume

2/3

consumers are looking for shorter ingredients declaration

51%

of UK consumers look at ingredients

43%

look at nutritionals

32%


look at health & nutrition claims

# Clean Label

Clean labels, clear plates. Deemed so important now, 'Clean Label' could be considered a rule rather than a trend. Though there is no regulatory definition of 'clean label', the commonly held Univar Solutions approach lies in products that do not contain an E-number.



Almost one third of product reformulations launched globally contain a clean label claim; and in 2017, reformulations with clean label claims grew faster than reformulations without them.



81% of consumers say that no additives /preservative is an important factor when buying a ready meal

55% of consumers are looking for products that do not contain additives or preservatives

74% of consumers regard clean label as important when buying food and drink,



## Featured Suppliers



With a 30-year heritage in the field. Ingredion are widely held as the experts in Clean Label starch solutions. With 70+ fully functional native starches & flours available including their highly desirable Novation & Homecraft ranges, rest assured we have the solution.



The functional pulse range of proteins & flours from AGT is now available through the Univar Solutions portfolio. The range features a host of ingredients with multiple uses, particularly across stability and texture.



Trusted globally, NZMP dairy ingredients are sold in more than 130 countries worldwide and provide a great source of protein with a clean label declaration you can truly taste. Manufacturers can therefore deliver the levels of protein consumers demand, without compromising on texture or flavour.

# Simple & Familiar

Sometimes ingredients can be defined by how synthetic they sound. It's a matter of perception but there is no substitute for authentic, recognisable ingredients that resonate with consumers on a personal level. There is a noticeable trend for product labels containing shorter, less chemical-sounding ingredient names.

## Featured Suppliers



Ingredion's Clean Label starch solutions include a number of easily recognised starch bases including Rice, Tapioca & Potato starch, widely considered the most trusted in Europe.



Few foodstuffs can be considered more familiar than milk and when it comes to protein solutions, Whey is also accepted as a known source. Whey protein concentrates (WPC) are a great source of protein that's rapidly digested by the body. With NZMP's specialised WPC protein range you can be sure of quality, consistency and performance in a broad range of application.



We have an exciting range available from CEAMSA, an innovative industry leader in texturing solutions. With a core focus on key applications including meat, dairy, bakery, desserts & fruit prep, the portfolio includes trusted base ingredients such as Carrageenan, Pectin & Citrus Fibre.

**73%**  
of consumers say they'd pay more for products with ingredients they trust.

**52%**  
of European consumers believe prepared meals contain too many highly processed ingredients



24% UK consumers avoid certain ingredients due to healthy lifestyle whilst just 19% is due to allergies/intolerances.

Food Recalls linked to Allergen concerns have risen 31% in 2017/18



# Organic

Already considered an established trend in many parts of Europe, this year is likely to see continued strong performance in organic offerings. With new legislation changes on the way, it's important to review your recipe books to ensure that only organic ingredients are present on the list.

## Featured Suppliers



The organic NOVATION 9000 range offers maximum performance. Certified Organic by LACON, it can be used to produce 100% organic food products and labelled simply as 'organic starch'.



IMAG is formed by a large cooperative of Mexican farmers managing 5500 hectares of land where they produce organic agave used for syrup & inulin. Now considered a market leader, applying sustainable organic farming practices and implementing environmental and ethical values across the supply chain, we're delighted to welcome IMAG into the Univar Solutions portfolio.



Organic Products in Europe increased **47.7%** between 2012 & 2016 to reach 30.7bn Euros.



UK Organic Food sales rose **5.3%** in 2018 accounting for **1.5%** of all food bought. Organic Convenience has grown **25%**



# Gluten Free & Free From

Including Gluten-free, the free-from movement continues to grow with consumers avoiding certain ingredients by choice rather than intolerance, particularly as it becomes easier to self-diagnose in the modern era. Recent allergen scares have seen a growing demand for a portfolio of ingredients suited to being 'Free-From'. Moving beyond allergens alone, the term 'Free-From' now encapsulates lifestyles such as vegan & vegetarian with 'Dairy-free' and 'Meat-free' to Health-based claims such as 'Fat-Free' & 'Sugar-Free'.

## Featured Suppliers



The Ingredion solutions portfolio is made up of predominantly Gluten-Free options across Modified, Native & Functional Native Starch and Functional Flours with a number of 'Free-From' claims available too.



Whilst not vegan, still 'Meat-free' and permissible to vegetarians. The protein portfolio from NZMP Fonterra is also 'Gluten-Free'



The AGT range of Pulse proteins & flours is largely gluten-free, but as an alternative plant-based protein it can also lend itself to 'Meat-Free' and other 'Free-From' label claims.



The Kerry Taste portfolio has a suite of options that can act as 'replacers' and build flavours when the origin is removed. This includes 'Meat-Free' and 'Dairy-Free' flavours to fit the growing Vegan/Vegetarian trends and 'Sugar-Free' in line with an increased focus on health & nutrition.

## Jungbunzlauer

Jungbunzlauer have a number of European-manufactured ingredients that offer many trend benefits, particularly within the 'Free-From' market. Their Xanthan Gums can aid Gluten-Free manufacturing, whilst Erylite® has multiple benefits against other sugar replacers and can be considered natural, building flavour and mouthfeel. Gluconadelta-Lactone (GDL) can assist in 'Sodium-Free' production as well as in reducing Phosphates. A further benefit is its Clean Label capabilities.



Shinetsu are a leading supplier of MC & HPMC, providing products with viscosity and stabilisation during the heating process. The portfolio is particularly useful within Gluten-Free production including Bakery & Bread, providing improved volume and softer textures. They can also be used in Meat-Free & Dairy-Free applications also.



Kemin Food Technologies develops ingredients that keep food and beverages safe and fresh. To better meet industry demands the portfolio offers natural plant extracts, antioxidant and food safety solutions that protect the colour, flavour and microbial stability of a variety of food applications. The benefits of the range lies in its ability to aid removal of 'preservative' from the label declaration meaning products can be further labelled 'preservative-free'.

# The Kerry Taste Portfolio - Sourced from Nature

The notion of natural just makes you feel good. Consumers are becoming increasingly hooked by products inspired by nature that offer functional benefits and taste to boot. The Kerry Taste Portfolio is made 'from food, for food'. Using natural processes each flavour has been expertly crafted to proffer 'home-style' products that combine authenticity with ethics, belief & lifestyle which can prove difficult when cooking at scale.

Kerry's natural stocks are made from scratch just like you would at home – with nothing but natural ingredients such as high quality farm-sourced bones and time.

The range also includes an extensive selection of over 120 herbs, plants & spices derived using an all natural extraction process and permitting a 'Natural Extract' labelling declaration. Furthermore these flavours are available as a range of infused oils made with real ingredients and offering full traceability and a clear & simple label declaration.

Also derived from Kerry's heritage in plant extracts, the TasteSense™ Sweet range works to add back the taste profile lost when removing sugar whilst offering a 'Natural Flavouring' claim.



55%

consumers would switch their favourite brand for products that carry a natural claim

73%

want to see more natural ingredients in ready meals

76%

want to see more natural ingredients in soups

63%

want to see more natural ingredients in sauces







## Novozymes – The Perfect Partner to ‘Simple Ingredients’

Univar Food Ingredients proudly partners with Novozymes, the world leader in enzyme solutions, in order to deliver the latest in enzyme innovation to food manufacturers across EMEA.

This innovative and inspiring enzyme portfolio contains an extensive range of cutting-edge enzymes and related technologies that serve all applications including Bakery, Dairy & Meat.

Enzymes are a key element in any ‘Simple Ingredients’ list. As a processing aid, they do not need to be declared, so can instantly aid a ‘Clean Label’ claim, providing a further solution to shortening the deck.

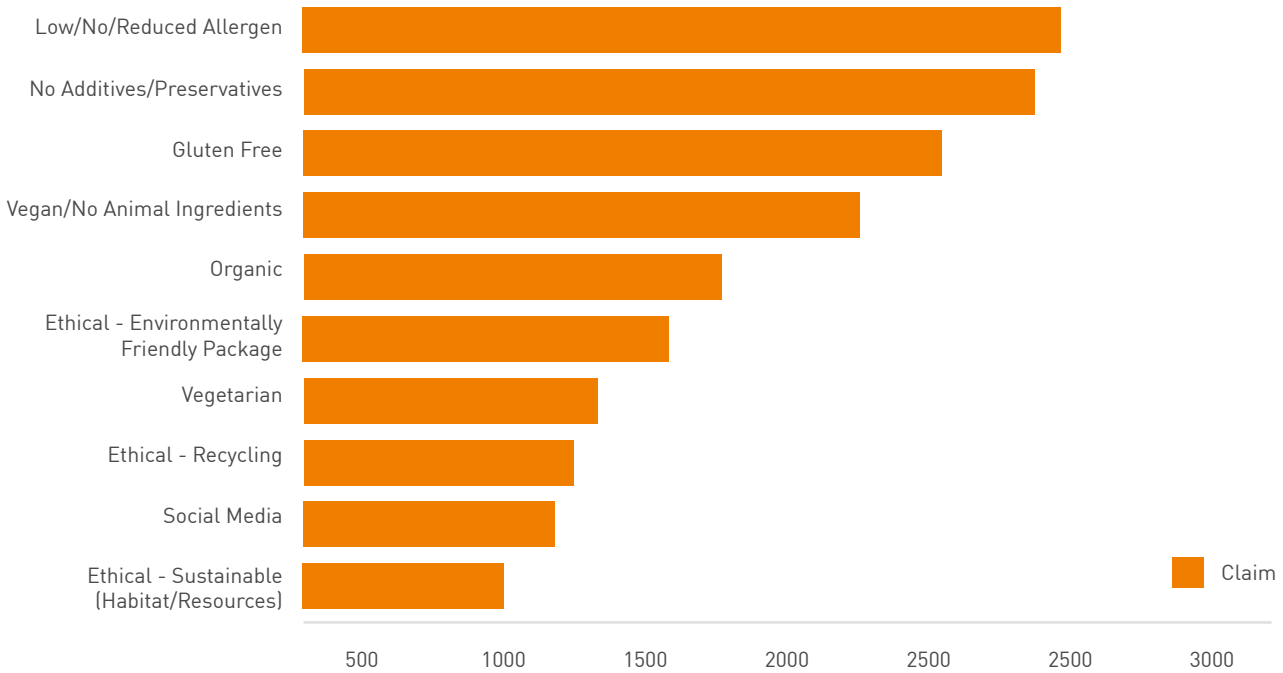
The benefits list is long, but enzymes can also be used to enhance flavour, texture & mouthfeel in a product when certain elements are reduced and removed, so whilst not necessarily ‘Free-From’ they can aid ‘Reductions’ in formulations. Novamyl works particularly well to improve shelf life and texture in gluten free bakery.

There are a number of Novozymes enzymes suitable for Organic production also.

novozymes 

# Simple Ingredients in the Market

Top 10 'Simple Ingredients' Products released in EMEA in 2019 ranked by Claim (source: Mintel)



## Beverage

Found in Poland, this coconut rice drink contains just five ingredients with claims such as 'Vegan', 'No added sugar' and 'No Artificial Additives'



## Snacks

Found in Spain. This Muesli cereal brand is made up of no more than four ingredients and boasts claims such as 'gluten-free' 'high fibre' 'allergen-free' and 'organic'



## Meat

Found in France. Labelled as 'artisan' this pork rillettes product is made with eight ingredients, and is free from additives and added nitrates, using only naturally occurring vegetable and animal origin ones. Comes complete with clean label claim.



## Bakery

Found in Germany. An organic, gluten-free & vegan baking powder that claims to be the only baking powder with tapioca that has even stronger raising power. Said to offer a 'natural' colour, it is positioned at those wanting or needing to avoid cornflour.



## Soups & Sauces

Found in Germany. A prepared Pumpkin ketchup that is both organic and vegan and contains no artificial additives nor preservatives. Made from fresh pumpkin, it is also 'Sugar-Free'



## Prepared Foods

Found in Germany. A prepared convenience Brown Rice Ramen pot that is described as natural, organic and non-fried. Meat & Dairy-Free, it is suitable for vegans and contains wholegrains. Also free from additives and allergens.



### What's Next for Simple Ingredients?

*Clean Label with Benefits* – A move towards clean label ingredients that offer functional reduction benefits is on the horizon.

*Grain Free* – Innovative ideas that don't just cut out Gluten, but cut out Grains too!

*Want to know more? Get in touch for more market applications of the 'simple ingredients' trend...*



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