

We are Reinventing the Authentic Taste of Dairy

The Demand for Plant-Based Food and Beverages is on the Rise



20%



Increase in sales of vegan alternatives vs. dairy products

(2016 to 2017)¹



257%



Increase in global food and beverage product launches with vegan claims

(2012 to 2016)²



6%



U.S. consumers who now claim to be vegan

(Up from 1% since 2014)³

A Matter of Taste

#1

Taste is the most important factor for U.S. consumers when selecting products with plant-based proteins⁴

49%

U.S. consumers who would like a greater variety of flavors in plant-based products⁴

Popular Dairy Alternatives

Consumers look for plant-based proteins in a wide variety of foods⁴:

66%

in Prepared Meals

51%

in Meat

45%

in Cheese

41%

in Milk

38%

in Yogurt

32%

in Desserts & Ice Cream

29%

in Beverages



53%

Percentage of U.S. consumers who purchase plant-based milks⁴



Emerging Ingredients

Pecan, Quinoa, Hazelnut and Flax are all gaining momentum as sources of alternative milks



From Peas to Ice Cream



Achieving Authentic Dairy Taste in Dairy-Free Applications

More than 250

The number of Edlong dairy-free flavors

Edlong flavors not only deliver the authentic taste of dairy, but also build the mouthfeel and creaminess that is absent in many plant-based applications.

This unique functionality of Edlong flavors allows food product developers to create innovative vegan formulations that are free from dairy, but never free from the taste and richness consumers expect.

The Impact of Dairy Flavors in Plant-Based Applications

Vegan Meringue

PLANT PROTEIN

Aquafaba
(chickpea water)

EDLONG FLAVORS

Natural Sweet
Spot & Vanilla
Custard-Type Flavors

EDLONG IMPACT

Sweet flavors mask meaty and metallic notes from an emerging plant protein ingredient



Vegan Speculoos-Style Ice Cream & Cookie Stick

PLANT PROTEIN

Coconut Cream
& Pea Protein

EDLONG FLAVORS

Natural Vanilla, Milk,
Butter, Butterscotch &
Mouthfeel Flavors

EDLONG IMPACT

Flavors provide true dairy mouthfeel and flavor while masking the plant-based off-notes; temperature-stable flavors achieve the on-trend profile of a popular European cookie in both frozen and baked formats



Vegan Cheddar & Pasilla Negro Chile Cauliflower Dip

PLANT PROTEIN

Cauliflower,
Coconut Milk
& Sweet Potatoes

EDLONG FLAVORS

Natural Cheddar-Type
& Butter-Type Flavors

EDLONG IMPACT

A savory, spicy dip reminiscent of buttery, cheddary nacho cheese sauce—but with lower fat, sodium and calories



Dairy-Free Edam Cheese

PLANT PROTEIN

Potato Starch
& Palm Fat

EDLONG FLAVORS

Natural Butter-Type,
Cheddar-Type and
Edam-Type Flavors

EDLONG IMPACT

Buttery, rich, savory and distinctive analog cheese with authentic taste and mouthfeel



1. Plant Based Foods Sales Report, September 2017
2. Mintel, 2017 Global Food and Drink Trends, November 2016
3. GlobalData, Top Trends in Prepared Foods, July 2017
4. Mintel, U.S. Consumption of Plant-Based Alternatives, October 2017