



The Art of Indulgence

Edlong is reinventing dairy flavors to create better tasting, healthier snacks.



How to Achieve Permissible Indulgence in Sweet & Salty Free-From Snacks

For many products, free-from also means free-from taste. Despite rapidly growing demand for indulgent snacks with healthier nutrition profiles, reduced sugar and sodium products often leave consumers disappointed.

According to an article from *Food Business News*¹, over the last five years snacking products with non-GMO claims have climbed by more than 18% a year, and sales of products with no sugar or with reduced sugar have seen sales increase by 11% a year. Meanwhile the average snack has only grown 1.2% over that time.

The spread of free-from snacking isn't limited to only the United States, either. According to an article from *Food Navigator*², free-from sales grew 11.7% in Western Europe, and 8.7% in Eastern Europe in 2017 alone. Within this category, dairy-free and gluten-free increased the most.

All of this demand has led to an explosion

of free-from products, all fighting for shelf space. While earlier products could get away with delivering a less-than-satisfying experience, today's more competitive climate simply won't sustain inferior-tasting options. Food developers who can't deliver the taste profiles customers expect, in healthier formulations, will be left off the shelves. In a study from Mintel research, taste was the reason cited by most U.S. adults for eating plant-based proteins (52%), followed by health (39%), the environment (13%), animal protection (11%), and diet (10%).

How do you meet demand?

How can you build culinary indulgence into sweet and salty free-from snacks? Simple—with dairy flavors, including dairy flavors that are completely dairy-free and vegan. That's what's so surprising about authentic dairy flavor: it delivers the foundational layers of richness that help food product developers achieve Gold Standard taste for products without gluten, dairy, allergens and more.

Edlong has long delivered the dairy taste that makes an impact, including more than 250 dairy-free and vegan flavors. The off-notes from plant proteins can give healthy alternatives a bad name. But our

dairy flavors mask those unfriendly notes while bringing back the mouthfeel and richness that may otherwise be missing.

At Edlong we are also experts at satisfying global, cultural and local palates. For example, at the 2018 Free From Functional Food Expo in Stockholm, Sweden, we showcased innovative demos made with Edlong flavors including a dairy-free, gluten-free, vegan caramel and chili cheese popcorn mix that featured rich buttery notes along with white chocolate and cheesecake flavors, paired with a spicy chili cheese. We also sampled a delicate vegan meringue treat made from aquafaba, that masked the meaty and metallic notes of chickpeas with a sweet, natural vanilla custard flavor and texture.

In short, free-from doesn't have to mean free from indulgence, sweetness and deliciousness. Edlong helps create free-from products that will leave food manufacturers and product developers free from worry, and customers satisfied.

1. "Snackers seek non-G.M.O., free-from and reduced-sugar claims," *Food Business News*, November 2017.
2. "What categories will win as free-from foods gain popularity?" *Food Navigator*, January 2018.



Turning “Free-From” Into “Yes-Please”

The term “free-from” can include a variety of items that consumers actively avoid, such as sugar, sodium, dairy and GMOs.

However, the free-from trend that has grown into the largest legitimate market segment is gluten-free. There are entire sections of recipe websites devoted to gluten-free cooking. Instagram boasts more than 17 million posts that include #glutenfree. The global gluten-free retail market grew from \$1.7bn in 2011 to \$3.5bn in 2016—and is forecast to grow to \$4.7bn in 2020, according to Euromonitor.

While there are a number of consumers who experience legitimate food sensitivities and intolerances, the rise in free-from more directly correlates with a desire for foods that reflect less industrialization, and omit suspect ingredients and processing methods. The elimination of food ingredients and components from everyday foods resonates with consumers on avoidance diets, and their numbers are growing, either for real medical reasons or perceived wellness benefits.

Gluten avoidance continues to center on good digestion and general health (rather than a true allergy). According

to the Hartman Group’s *Organic vs. Natural* 2016 Syndicated Study, 25% of consumers say gluten-free is an important consideration when selecting food and beverages for purchase, and a whopping 60% are consuming foods labeled gluten-free at least occasionally.

Non-gluten whole grains and their naturally existing fiber have a significant health and wellness halo due to digestive health benefits. Furthermore, grains such as oats, quinoa, brown rice and buckwheat often meet higher quality standards than their traditional counterparts.

Edlong delivers authentic taste in gluten-free and whole-grain formulations

At Edlong, we have long been familiar with how gluten-free formulations and whole grains affect the texture and taste of foods. Our food scientists work with as many gluten-free products as possible, applying their dairy flavor expertise to determine just the right way to use Edlong flavors to improve a product and create authentic dairy taste.

The Science of Healthy

Our Chili Cheese Protein Snack won’t let hunger pangs slow consumers down. Cheesy, spicy, savory and packed with 27% protein, this satisfying snack provides

a convenient way for consumers to keep up with their busy lives—and it’s gluten-free and low in calories, sugar and fat.

How did we achieve such protein heights? We combined whey protein isolate, egg whites, oat bran and rice flour. For delicious, authentic taste, we uniquely layered five natural Edlong flavors in the dough as well as topically, so they’re sustained throughout the snack for authentic flavor. The formulation is cost efficient, with the full taste impact of natural cheese, at only 90 calories per serving.

The Science of Delicious

The gluten-free consumer is just as sophisticated as anyone else when it comes to delicious taste. Our Gruyere Gluten-Free Crackers are wholesome, gluten-free bites that feature the authentic, nutty taste of Gruyere. Their protein is derived from almonds and egg whites, they include healthy fats from flax seed and almond flour, and flavor balance is achieved using healthier oils.

A trio of natural Edlong yogurt, Gruyere and butter flavors bring this vegetarian, dairy-free snack to life. Best of all, while their taste is global, the formulation is more cost effective than using artisanal cheese.



It's Game-on for Healthier Snacking

With today's consumer focus on health and wellness, traditional nacho cheese dip faces some serious competition at game-day parties and backyard gatherings.

Millions of armchair quarterbacks want an alternative to regular, high-fat nacho cheese dip. At the same time, they still have a passion for global pepper-inspired flavors. Edlong's Applications Lab created a remarkable Cheddar & Pasilla Negro Chile Cauliflower Dip that features an on-trend flavor profile and main ingredient, and significantly lowers unwanted attributes. Rich, spicy and authentically cheesy, *our dip reduces fat*

by 60%, reduces calories by 56%, reduces sodium by 51% and reduces carbs by 28% vs. a typical canned nacho cheese sauce. And for those with dietary preferences or restrictions, it's also vegan and dairy-free.

We started with a cauliflower base. A humble vegetable on the rise, cauliflower is now served in Michelin-starred and veg-forward restaurants. This pale cousin of broccoli is now revered as a healthy alternative to white rice and gluten-filled grains. Upon this foundation, we added earthy and sweet pasilla peppers, sweet potato, coconut milk and sunflower oil. Three Natural Edlong Cheddar-type flavors contribute authentic cheesy richness, and a Butter-type flavor balances the heat and rounds the finished application to achieve the familiar nacho cheese profile.



What Makes a Flavor Authentic?

Flavor is more than taste; it's texture and mouthfeel. It's masking bitter off-notes and adding richness.

Dairy, in particular, can be a vital component in delivering the complex flavor profiles that create a complete and satisfying culinary experience.

That's why Edlong dairy flavors are important components in helping companies build authentic formulations, especially when ingredients might otherwise be too expensive, or too difficult to process. This is where Edlong excels—developing flavors that allow food product developers to deliver the taste experience that consumers want, affordably and easily.

The Dairy Challenge

Many times, food product developers struggle to replicate Gold Standard recipes in formulations that are both reliable and cost-effective. This can be especially challenging when reproducing dairy flavors and textures. While dairy flavors may only be a small part of a formula—often 1% or less—they make a big impact on the final result.

Edlong has long been the go-to source for product developers when they need to reduce costs and achieve formula stability. Edlong flavors maintain or even enhance the satisfying taste experience that entices consumers to buy and enjoy a product again and again. Our dairy profiles cover an extraordinarily large spectrum of tastes and textures—sweet and savory, creamy and buttery, indulgent and decadent.

Seasoned by Dairy

Edlong helps food product developers create premium flavors that satisfy sophisticated consumer palates around the world, at a fraction of the cost-in-use of the commodity dairy products they replace. That's because our flavorists are experts not only in the complexities of dairy, but also in working with raw materials to create specific, authentic flavor profiles. They do so with an unwavering attention to detail and often, without using any dairy at all. Achieving the authentic and distinctive taste of premium dairy, even in non-dairy or vegan applications and with the use of dairy-free dairy flavors, is as much an art as it is a science.

For example, the Edlong European Cheese Flavor Collection delivers

authentic, sophisticated taste at a fraction of the cost of artisanal cheese. Designed to appeal to consumers who desire authentic global profiles, the European Cheese Flavor Collection includes Brie, Camembert, Edam, Feta, Goat, Gorgonzola, Gouda and more. You'll find the flavors in this collection are ideal for a wide variety of dishes. One example is our Savory Kale and Artichoke Dip. This modern, vegan interpretation of a classic starter features an artful combination of natural Gruyere and Emmental cheese flavors.

Another mouthwatering example of authentic dairy flavors is in our Pimiento Cheese Snack. This deconstructed version of a Southern favorite features a sharp Vermont Cheddar flavor to help deliver a delectable combination of cheesy, crunchy and savory.

Edlong has been satisfying global tastes for more than one hundred years with flavors that go beyond taste. When our customers ask, "What makes Edlong flavors so authentic?" We're proud to answer that authenticity comes not only from capturing the essence of flavor from a scientific perspective, but also from an artistic one.

The Scientific Art of Authentic Taste®

At Edlong, we're reinventing the taste of dairy. We capture the richness, creaminess and indulgence of dairy, even in applications without dairy. We are experts in balancing flavor science and artistry to re-create authentic dairy taste, whether you're looking to develop culinary innovations, boost and improve taste, satisfy sugar moderation or nutrition goals, simplify your labels, create dairy-free formulations, mask off-notes or improve mouthfeel. We partner with you to enhance and expedite the commercialization of your food and beverage launches.

We provide product developers and marketers across the globe with over a century of expertise and personal, responsive, reliable service. Our promise: to do what it takes to solve your formulation challenges.

Breadth of Categories

- Butter
- Cheese
- Cream
- Cultured Dairy
- Milk
- Sweet Dairy
- Masking
- Mouthfeel
- Edlong® Simply Dairy
- Edlong® Sweet Spot

Meeting Consumer Needs

- Clean Label
- Dairy & Dairy-Free
- Gluten-Free
- Health & Wellness
- Kosher & Halal
- Natural
- Non-Allergenic & Non-GMO
- Organic & Whole Foods® Compliant
- Vegetarian & Vegan

For categorically outstanding flavor science and artistry, email DairyTaste@edlong.com, call 847.631.6700, 1.888.698.2783 or visit edlong.com.

