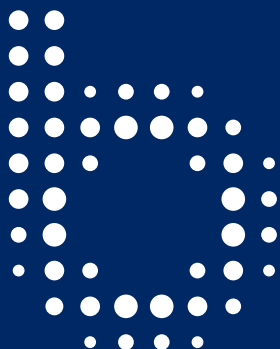


# The Balchem Beat

Issue 32  
July/August 2025



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# Editor's Note

Dear Balchem Community,

Welcome to the July/August edition of Balchem Beat! As summer heats up, so does innovation across the food, beverage, and nutrition industries, and Balchem is proud to be at the forefront.

In this issue we spotlight our presence at IFT First 2025, where we'll showcase functional food and beverage solutions designed to simplify formulation and delight consumers. From our INjoy™ beverage systems to MeatShure®-enabled snacks and indulgent, health-forward soft serve, we're redefining what's possible in product development.

We also explore how Balchem is responding to evolving consumer needs—from GLP-1 companion products and fresh snacking trends to prenatal nutrition aligned with NIH guidance.

Plus, don't miss the insights from our inaugural One Balchem Nutrition Science Summit, where cross-divisional collaboration is driving the future of health innovation.

Whether you're developing the next big thing in functional foods or looking to align with the latest science, we're here to support your journey with trusted ingredients and expert guidance.

Let's keep the conversation going—connect with our team, visit us at IFT First booth #3418, or explore more at [balchem.com](https://balchem.com). We're excited to help bring your next innovation to life.

**Warm regards,  
Balchem Beat Editorial Team**





# Balchem to Showcase **Functional Food & Beverage Innovations at IFT First 2025**



Meet Balchem at booth  
#3418 at IFT First  
in Chicago, Illinois,  
July 14-16, 2025.

Balchem, a leading global manufacturer of specialty ingredients for human nutrition and health, returns to IFT First 2025 to give attendees a taste of how its cutting-edge technologies can help brands craft food and beverage solutions that streamline product development and captivate consumers. **At booth #3418 visitors will have the opportunity to sample Balchem's latest prototypes, including INjoy™ powered beverage systems, MeatShure®-enabled snack sticks, and a delicious, high-protein chocolate oat soft-serve concept.** Each prototype highlights Balchem's commitment to developing functional and indulgent solutions for the modern consumer.

## Food Innovation Simplified

At its booth Balchem will spotlight the capabilities of its INJoy beverage systems with two on-trend beverage concepts, including a refreshing raspberry-hibiscus flavored enhanced water. Simplifying the formulation and manufacturing process for a variety of beverage applications – from on-demand energy drinks to sports beverages and fruit juices – INJoy beverage systems integrate sweeteners, stabilizers, mouthfeel modifiers and more, allowing for highly customizable, functional, on-trend product development and manufacturing.





For a deeper dive into its technologies, the Balchem team will hold two Taste of Science presentations titled:

**"Encapsulation Technology for Zero-Sugar Meat Snacks and Scaled-Up Production"**

→ Monday, July 14, at 3:30 PM at Exhibit Hall A (Booth S2852), covering the manufacturing and formulation advantages of MeatShure encapsulated acids.



**"Formulating for Today's Consumer - High Protein, Healthy Fats and High Fiber"**

→ Tuesday, July 15, at 1:45 PM at Exhibit Hall A (Booth S2852), demonstrating the flexibility of the company's functional powders to create convenient, tasty and highly nutritional solutions.

Attendees can also try meat snack sticks made with Balchem's MeatShure direct acidification technology, developed to increase production capacity by eliminating lengthy fermentation times and remove the need for added sugar – all while delivering the quality consumers expect.

## The Recipe for a Healthy Lifestyle: High Protein, Healthy Fats, High Fiber

As GLP-1 drugs redefine consumer behavior and purchasing patterns, GLP-1 companion products packed with nutrients like protein, healthy fats, and fibers are reshaping the landscape of healthier reformulation. Brands interested in functional yet indulgent innovation can find inspiration in Balchem's chocolate, plant-based, protein soft-serve concept, featuring the VitalBlend™ oat creamer base, and a GLP-1 supporting beverage.

"Despite wanting to lose weight, people don't want to lose the joy of eating. Our chocolate oat soft serve is a creamy, plant-based frozen dessert that combines deep cocoa richness with the natural sweetness of oats. In fact, Balchem's VitalBlend oat creamer base adds a very mild undertone of oats, which you might miss if you aren't looking for it," comments **Kavya Dileep, Prototype Developer & Food Scientist at Balchem.** "This is just one example of how our VitalBlend base offers a multifunctional, premium creamer option with enhanced cold-water solubility and clean flavor. It's an excellent choice for frozen treats too."

**For more information visit Balchem to Showcase Functional Food & Beverage Innovations at IFT First 2025**



» We're living in an era where food manufacturers need to balance all the macronutrients in their applications to meet the demands of the health-conscious consumer. This new generation seeks not only health benefits, but also a unique sensory experience and convenience in the products they purchase. Our Human Nutrition and Health portfolio, including enabling technology, food & beverage ingredients, minerals and nutrients, is perfectly positioned to help deliver nutritional support to consumers embarking on a weight loss journey, while also catering to the ever-evolving demands for functional beverages, healthy snacks and dietary supplements.

**Frédéric Boned**, Senior VP & General Manager, Human Nutrition & Health at Balchem.



# NIH Highlights Key Nutrients for Pregnancy – Is Your Brand Ready to Deliver?

As the NIH's latest update on pregnancy nutrition makes headlines, now is the perfect time for brands in the Early Life Nutrition space to align their offerings with the most current science. The NIH Office of Dietary Supplements emphasizes the critical role of targeted nutrients during pregnancy—not just for fetal development, but for long-term maternal health.

**At Balchem we're proud to offer science-backed ingredients and solutions that directly support these evolving nutritional needs.**

## What the NIH Is Saying— and Why It Matters

According to the NIH, pregnant individuals require increased intakes of several key nutrients, including:

- **Folate (600 mcg DFE)**  
Essential for neural tube development.
- **Iron (27 mg)**  
Supports increased blood volume and fetal growth.
- **Choline (450 mg)**  
Crucial for brain development.
- **Iodine (220 mcg)**  
Supports thyroid function and neurodevelopment.
- **Omega-3 Fatty Acids (especially DHA)**  
Vital for fetal brain and eye development.

These recommendations are not just guidelines – they're a call to action for brands to innovate and deliver.







## How Our Portfolio Supports These Needs

We've developed a robust portfolio of ingredients and solutions that align with these critical nutrient needs:

- **Bioavailable Chelated Iron**  
Designed for high absorption with a 64% lower risk of gastrointestinal discomfort.
- **Choline Innovations**  
Our choline salts offer clinically demonstrated benefits for both mom and baby.
- **Folate Solutions**  
Choline-enriched L-methylfolate for enhanced bioavailability.



## Why Consistency and Science-Backed Messaging Matter

In a crowded market, consistency in messaging across all platforms – web, social, B2B communications, and product packaging – is essential. Aligning your brand with NIH-backed science not only builds trust, but also ensures that your messaging resonates with healthcare professionals and discerning consumers alike.



## Let's Build the Future of Early Life Nutrition – Together

Whether you're formulating a new prenatal supplement or enhancing an existing product line, our team is here to help you stay ahead of the curve. Let's turn these insights into innovation.

**Learn more at NIH Highlights Key Nutrients for Pregnancy– Is Your Brand Ready?**





# Refrigerated Revolution:

## How Fresh Snacks Are Redefining Health

In the last few years the role of snacking has shifted significantly. What was once a peripheral or guilty habit, snacking has become a core component of the modern diet. This shift has fueled the development of fresh snacking, a category driven by focused, functional, and ever more refrigerated products that address the growing demand for nutritional value and convenience.

Innova Market Insights finds that 86% of global consumers snack at least once weekly, and over 56% snack daily. What is changing is why they snack: No longer for indulgence alone, but to enjoy products that offer meaningful support for digestion, energy, metabolic health, and cognitive function.

### The Evolving Snack Consumer

Consumers, particularly Millennials and Gen Z, are seeking products that deliver more than taste and satiety. They're turning to snacks that contain high-quality protein, fiber, healthy fats, and vitamins, as well as clean labels and claims they can trust.

Nielsen reports that 57% of Americans have shifted their food preferences to fresh and healthful ingredients, with many expecting snacks to be both nutritionally rich and convenient. This emerging demand requires a new kind of product development, one that balances performance, shelf life, and sensory experience with scientific rigor.

# 86 %

Global consumers snack  
at least once weekly

# 56 %

Global consumers snack  
on a daily basis





## Balchem's Role in Functional Snacking Innovation

As the priorities of the consumer shift, so does the character of formulation and delivery. The rise of fresh snacking is a huge opportunity for innovation, and one which is excellently matched to Balchem's capabilities in applied nutrition science and ingredient technology.

**The key characteristics of fresh snacks are that they can offer:**

- **Nutritional balance**, with blends of protein, fiber, and healthy fats
- **Fewer preservatives**, through shorter shelf life and chilled storage
- **Functionality**, such as digestive, cognitive, or metabolic support

At Balchem, we understand that success in the snack space today means finding a balance between performance and sensory engagement. Our solutions allow product developers to incorporate functional ingredients without compromising taste, texture, or clean-label expectations.



**Z-Crisps®** add texture and nutrition, with high-protein and high-fiber versions that are designed to support satiety, energy, and muscle retention.

**VitalBlend™** protein systems deliver clean-label, customizable solutions for use in beverages, bars, baked goods, and more.

Fresh snacking is becoming a priority channel for health-driven innovation. Balchem is pleased to facilitate this trend with its science-based, trusted ingredients that respond to the needs of today's health-conscious, informed consumer.

To learn more about how our solutions can benefit your next innovation, visit the Z-Crisps and VitalBlend product pages or reach out to our team for formulation support.

Sources: Innova Market Insights, Top Ten Trends 2024; Mintel, Functional Food and Drink Report (2024); NielsenIQ, Global Health & Wellness Survey (2023)







# Summer's Heating Up – and So Are the Grills!

It's the perfect time to savor juicy burgers and sizzling hot dogs with friends and family. Whether you're team classic beef or all about plant-based patties, chances are you're already enjoying the benefits of our innovative food technologies. **MeatShure® encapsulated salts** bring out bold, savory flavors in your burgers – without compromising texture. **INhance™ Inclusions** add bursts of flavor and eye-catching appeal to every bite of your burgers and hot dogs. And let's not forget the bun! Our **BakeShure® technology** keeps your rolls soft, fresh, and ready to cradle that perfect patty. So next time you're flipping burgers at a backyard cook-out, know that we're right there with you – bringing science to the sizzle.

## What's summer without a crisp, cool drink in hand?

From zesty lemonades to flavorful, nutrient-packed waters, **INjoy™ Flavor Systems** deliver a world of beverage possibilities to keep you refreshed all season long. Whether you're crafting a classic thirst-quencher or a functional hydration boost, INjoy has the flavor innovation to make every sip sensational.

## Optimize Your Potential with OptiMSM®

Balchem Human Nutrition & Health is excited to share our new video highlighting OptiMSM®, the world's purest, most consistent, and research-backed MSM. Designed for health and wellness brands, it showcases how OptiMSM supports joint health, exercise recovery, mobility, and Beauty from Within.

As a bioavailable source of sulfur, OptiMSM plays a critical role in building healthy cartilage, connective tissue, and skin while delivering targeted nutrition to support whole-body wellness.

### Key Benefits

#### Joint Health and Mobility

- Improves physical function
- Supports collagen and cartilage integrity
- Nourishes joints and connective tissues

#### Exercise Recovery

- Helps reduce muscle damage by fighting oxidative stress
- Supports faster recovery and reduced soreness

#### Beauty from Within

- Promotes radiant skin and strong hair
- Helps protect skin from oxidative stress
- Supports reduction in wrinkles and improvement in skin texture

With decades of clinical validation and unmatched purity, OptiMSM is the trusted choice for innovative, clean-label formulations.

### Watch our NEW video

on how OptiMSM supports  
whole-body wellness





# 2025 One Balchem Nutrition Science Summit and SAB

Balchem unites science and strategy at the 2025 Nutrition Summit, advancing innovation across human and animal health through cross-divisional collaboration.

On March 25-26, 2025, we concluded the 2025 One Balchem Nutrition Science Summit and SAB Marcom. This innovative two-day science summit aimed at fostering collaboration across its distinct divisions: Human Nutrition and Health (HNH), Animal Nutrition and Health (ANH), and Specialty Products.

This inaugural event marked a significant milestone, representing the first instance in which all Balchem science divisions convened to share insights, research, and advocacy strategies with the unified goal of bridging science, markets, and health enhancement across both humans and animals.

## Day 1 - Into the Science

On Day 1 attendees delved into the ongoing research initiatives and scientific advancements across divisions. We discussed the scientific strategy and research pipeline for nutrients in our portfolio, and explored the role of choline and minerals in human, animal, and plant nutrition. We also presented insights into innovations surrounding MSM and Vitamin K2, emphasizing potential synergies for cross-divisional applications.

External academic experts also provided some key insights into methylation science, underscoring how shared cellular mechanisms can foster stronger connections between animal and human health.





## Day 2 – Syncing Strategies

Day 2 featured the Scientific Advisory Board (SAB) meeting, bringing together Balchem's Nutrition Science partners who presented research aligned with Balchem's scientific strategies. Notably, **Professor Mark Manary, MD**, from the Washington University School of Medicine discussed the "Building Better Brains" clinical trial, one of the largest neurocognitive trials globally focusing on the impact of choline supplementation in children for the prevention of malnutrition.

**Professor Brian McFarlin, PhD**, from the University of North Texas shared his latest research on MSM's role in exercise recovery and sports performance, emphasizing the relevance of his findings to other benefit areas.

**Eric Ciappio**, Senior Manager of Nutrition Science, provided an overview of HNH's strategic approach to science communication and advocacy. FoodMinds delivered a compelling presentation titled "Effective Communications: The Science to Storytelling," emphasizing strategic methods to communicate complex nutritional science effectively and identifying potential synergies across divisions.

## Discover More

The event also featured several other expert speakers who shared diverse perspectives and expertise, reinforcing the potential for integrated cross-divisional scientific strategies. This summit marks the beginning of ongoing collaborative efforts designed to accelerate innovation, leverage research insights across divisions, and optimize benefits for both human and animal health.

**Want to learn more about how Balchem supports both human and animal health? Contact us to today and speak with a representative about our products and solutions.**







# Market Pulse: **What's Brewing in Wellness?**

## **Brain Health Beverages:** The New Frontier in Functional Wellness

According to the Nutrition Business Journal's Functional Food and Beverage Newsletter (April 2025), brain health beverages are gaining significant traction—especially those that promote “healthy relaxation.” This trend is driven by younger consumers, particularly Gen Z and Millennials, who are increasingly seeking out calming and stress-reducing benefits in their beverage choices.

With mental well-being becoming a top priority, the demand for functional drinks that support relaxation, focus, and emotional balance is on the rise. This opens the door for supplement and functional food companies to innovate with ingredients that support cognitive health and stress resilience.

## **Women's Sports:** A Growing Arena for Engagement and Innovation

The 2025 Global Sports Report by Nielsen highlights a major global opportunity in women's athletics. As visibility and investment in women's sports continue to grow, so does the potential for brands to engage with a passionate and expanding audience. This trend is not just about sponsorships or endorsements; it's about aligning with values of empowerment, inclusivity, and performance. Functional nutrition products tailored to the needs of female athletes, whether professional or recreational, can help brands stand out in a rapidly evolving market.

**Balchem is here to help you lead the way,  
formulating smarter, faster, and with purpose.**



## **Events — See You There**

14—16  
JULY 2025

**IFT First**  
Chicago, IL

28—31  
JULY 2025

**NBJ Summit**  
Terranea Resort Rancho Palos Verdes, CA

26—28  
AUGUST 2025

**Fi South America**  
São Paulo, Brazil

10—12  
SEPT 2025

**America Food & Bev Show**  
Miami, FL

13—17  
SEPT 2025

**IBIE**  
Las Vegas, NV

17—19  
SEPT 2025

**VitaFoods - Asia**  
Bangkok, Thailand

08—10  
OCT 2025

**CRN Annual Meeting**  
St. Louis, MO

**Schedule a meeting with us, here:**



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