

The Balchem Beat

Issue 36
March / April 2026



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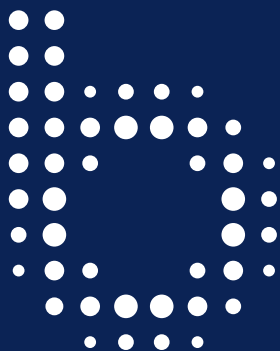
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Balchem will return as the official
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for Premium Athletes.

Editor's Note

Dear Balchem Community,

As we move into spring 2026, innovation in nutrition and functional ingredients is accelerating—and Balchem is focused on helping our partners turn trusted science into solutions that perform. This issue of Balchem Beat delivers timely insights and practical inspiration to support confident formulation and go-to-market decisions.

Inside, you'll find a quick look ahead to Vitafoods Europe 2026, TrenDish® 2026 concept highlights across key applications, and a snapshot of what's shaping bar innovation—where texture (and crunch) continues to influence trial and repeat purchases.

This month's featured market trend is the rapid rise of social commerce. With TikTok Shop leading the way, brand discovery is shifting faster than many teams expected. The opportunity is real, but so is the need for credibility: science-backed messaging, transparent quality, and digital-ready content will be essential as AI-driven commerce further shapes how consumers search, evaluate, and buy.

As always, thank you for being part of the Balchem community. We hope this edition helps you stay ahead of the signals that matter—and turn insight into action.

**Warm regards,
Balchem Beat Editorial Team**



From Performance to Healthspan: Meet Balchem at **Vitafoods Europe 2026**

Sports and active nutrition are evolving — and Balchem is helping lead the shift from short-term performance to long-term vitality.

At **Vitafoods Europe 2026 (May 5-7, Barcelona)**, Balchem will return as the official sponsor of “**Premium Ingredients for Premium Athletes**,” showcasing how science-backed ingredients can support everyday athletes across life stages. **Visit the team at booth #3F122** to explore innovative solutions that fuel daily performance, recovery, and healthy aging.

This year, Balchem will spotlight new research behind its trusted branded portfolio, including insights into post-exercise recovery, neuromuscular signaling, brain health, and mineral absorption. Attendees can also get a first look at **two new ingredients coming soon to Europe — StabiliPro™**, an excipient portfolio for probiotic-based products, and **Optifolin+®**, a choline-enriched, bioactive folate supporting women’s health and healthy aging.

From next-generation sports nutrition and GLP-1 companion concepts to real-world applications developed with leading partners, Balchem’s booth brings ingredients to life — backed by science, quality, and credibility.

Request a meeting:

[balchem.com/events/
vitafoods-europe-2026](https://balchem.com/events/vitafoods-europe-2026)



Stop by in Barcelona at our booth #3F122 to sample concepts, connect with experts, and discover how Balchem is redefining active nutrition — from performance to healthspan.







TrenDish™ — Where Trends Meet Formulation

TrenDish™ 2026 brings together consumer insights, flavor innovation, and application know-how across four key categories: Frozen Dessert, Beverage, Meat Snacks, and Bakery. Today's consumers are snacking more often — and expecting more from every bite. They're seeking products that deliver comfort and excitement, while also offering better-for-you cues and a sense of intention. Bold flavors, layered textures, and elevated everyday experiences continue to drive choice.

TrenDish™ translates these trends into ready-to-explore concepts, from indulgent frozen desserts and elevated bakery to next-generation hydration beverages and flavor-forward meat snacks. Each concept is designed to inspire faster innovation while staying firmly on trend.

At the core of every concept are Balchem ingredient systems, built to help brands simplify development, improve consistency, and accelerate speed to market.

Beverages

Beverages are expected to do more. Consumers want options that support hydration, deliver protein, and still feel like an enjoyable break in the day.

INjoy™ Beverage Systems offer customizable solutions that simplify formulation while enabling rapid development of hydration-forward, great-tasting beverages.

Frozen Dessert

INjoy™ Flavor Systems and INhance™ Variegates bring unique yet familiar flavors to frozen treats, with options for crunchy, creamy, or velvety textures. These systems help brands create indulgent experiences while maintaining consistency and visual appeal.

Bakery & Meat Snacks

INhance™ Inclusions provide an easy, drop-in way to introduce bold flavor and color to bakery items and meat snack sticks. Designed for stability and convenience, they support quick line extensions, limited-time offers, and consistent finished product quality.

Explore how TrenDish™ can support your next launch and help you deliver memorable food and beverage experiences. Connect with our team to explore concepts tailored to your brand.

Visit our website to learn more:
balchem.com/hnh/fb/trendish



The Crunch Factor: What's Shaping Today's Bar Consumer

In 2026, 64% of American adults reported snacking at least once per day, which is a great opportunity for bars as they can be delicious, convenient snack options that people can grab and go as part of their busy lifestyles.¹ Snack, Nutrition & Performance Bars continue to be a go-to choice for U.S. consumers, with 83% having reported purchasing one in the past three months, which is an increase from last year.²

Bars can come in endless flavor variants to meet taste preferences whether they are looking for sweet or savory, but regardless they can be a great base for integrating a wide variety of functional ingredients to meet evolving consumers' nutrition demands today.

One key attribute of bars to consider is their texture, as it can be aligned with satisfaction and emotional connection and influence overall trial and repeat purchases. Insights from a 2024 Mintel study indicated that throughout the day, people may crave different textures, but crunchy options remain a top preference. Products that can deliver protein, fiber, and crunch can stand out in today's market for both GLP-1 users and other health-conscious consumers looking for a nutrient-dense option.

One way to do that is with protein crisps to bring that crunch consumers are looking for. At Balchem, we offer a wide variety of functional ingredients that can meet your portfolio needs including our Z-Crisps® that come in a variety of sizes (2-6 mm), shapes (cylindrical, oval and flat disks), and types (whey, pea, soy & milk protein).

64%

of American adults reported snacking at least once per day.

ZCrisps®

Contact us at
balchem.com/hnh/fb/z-crisps
and learn more!

Reference:

[1] The Consumer Approach to Snacking - US - 2026. Mintel, 2026.

[2] Snack, Nutrition and Performance Bars - US - 2026. Mintel, 2026.



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Voices of Science: Trust Built on Research

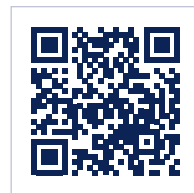
What sets an ingredient apart isn't just what it is — but the science behind it. In the latest Voices of Science videos, Balchem experts explore how evidence-based research drives ingredient quality, trust, and long-term relevance.



In **The Pioneer of Chelates**, Jonathan Bortz, MD, shares how Albion® Minerals helped establish amino acid chelation as the gold standard for mineral nutrition, highlighting why structure, stability, and bioavailability matter as much as the mineral itself.



In **Fueling Athletic Recovery and Everyday Wellness**, Brian K. McFarlin, PhD, FACSM, explains how MSM supports the body's response to physical stress by helping maintain antioxidant systems and a balanced inflammatory response — insights relevant for both athletes and active consumers.



Together, these episodes highlight Balchem's ongoing commitment to evidence-based nutrition and transparent science — supporting ingredient choices built on understanding, not assumptions.

Watch the newest **Voices of Science videos** to hear directly from the experts: [balchem.com/hnh/podcasts-webinars](https://www.balchem.com/hnh/podcasts-webinars)

What Does **Supplement Quality** Really Mean?

Supplement quality goes beyond what appears on a label. In the latest Supplement Source podcast from the Council for Responsible Nutrition (CRN), **Lindsay Cole, Marketing and Business Development Manager**, and **Eric Ciappio, PhD, RD, Senior Manager of Nutrition Science**, explore what quality truly means — and why it's essential for earning consumer trust.

The conversation looks at how purity, stability, and bioactivity are grounded in formulation science, influencing how nutrients perform and remain reliable over time. Using vitamin K2 as a real-world case study, the episode also examines testing standards, nutrient interactions, and the role of transparency in the supplement industry.

The discussion reinforces a clear takeaway: science-driven standards are foundational to building confidence in supplements today — and shaping the future of the category.



Podcast

**Quality That Counts: Building
Consumer Trust in Supplements
Through Better Science**



Discover Folate for Women's Health
and How it Supports Through All of Life's Stages

Understanding Folate for **Women's Health** Today

What Every Woman Should Know About Folate

Folate is one of the most important nutrients for women's health, providing benefits that span across the lifetime. Yet, despite its fundamental role, the body cannot synthesize folate itself; it must come from supplemental or dietary sources.

By understanding folate's role during each life stage, women can make informed decisions about their supplementation at every age.

Folate for Fertility

Folate supports rapid cellular division, growth, and DNA synthesis essential for healthy egg development, creating an optimal cellular environment for healthy reproduction.

Roughly 50% of pregnancies in the US are unplanned, which is why it's recommended that women of childbearing age maintain an adequate folate intake of 400 mcg. For those trying to conceive, experts recommend supplementing with prenatal vitamins 1-3 months before trying to conceive to help establish necessary nutrient stores, like folate.

Folate for Pregnancy

During early gestation, development of the nervous system is highly dependent on folate. Through one-carbon metabolism, folate generates S-adenosylmethionine (SAME), the methyl donor essential for DNA methylation. This process is critical for neural tube formation and closure, which later develops into the brain and spinal cord.

Experts recommend that pregnant women consume 600 mcg of folate daily throughout pregnancy to support brain development beyond the first trimester.

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600

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Folate for Postpartum

Folate demands steeply rise while breast-feeding, and stores risk depletion without adequate dietary intake or continued supplementation. For mothers, folate supports synthesis of three key neurotransmitters: serotonin, dopamine, and norepinephrine, which are essential for brain function and mood regulation.

Maintaining folate intake throughout the postpartum period supports healthy maternal mood during a time of significant transition and change, giving new mothers fundamental nutritional support when they need it most.

Folate Through Aging

As women transition through midlife and menopause, folate helps maintain healthy levels of homocysteine. Keeping homocysteine in check supports healthy functioning of the brain, cardiovascular system, and bone metabolism, making the menopausal transition a critical time to consume enough folate.

Folate's role in regulating homocysteine levels continues into the postmenopausal years, supporting cognition and brain health as women age.

Optifolin+®— Made for Women

Optifolin+® separates itself from standard folic acid as a biologically active L-5-methyltetrahydrofolate (L-5-MTHF) that requires no conversion in the body, enabling optimal absorption and bioavailability by the cells.

Being choline-enriched, Optifolin+® delivers a unique 7x methylation advantage, making it particularly effective for women who may have genetic variations affecting folate metabolism. The addition of choline offers a synergistic methylation support, complementing folate's benefits across every life stage.

By combining science-backed bioactive folate with choline, Optifolin+® delivers the folate foundation women deserve for lifelong health.

We can help you bring the best to market for women's health. Contact us today to learn more.

Contact us today to learn more about folate for women's health and Optifolin+®.

 **Optifolin+®**

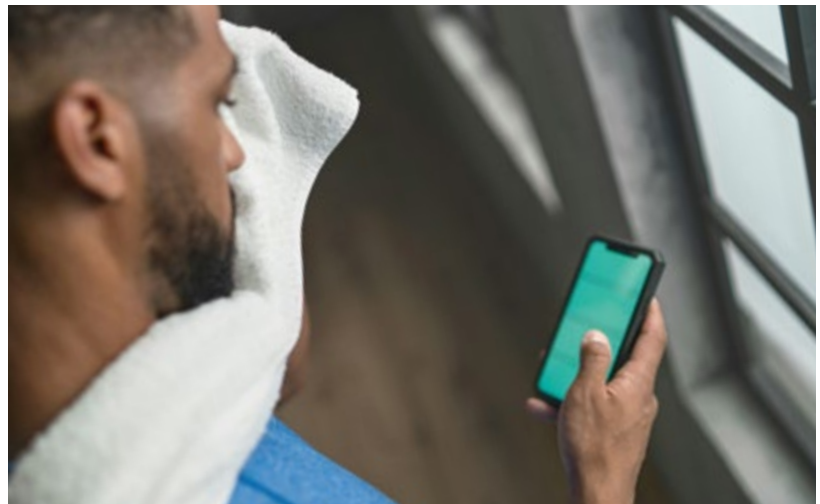




Executive Brief: **Social Commerce** is Now Material to the Supplement Industry

Social commerce has crossed an important threshold for the U.S. supplement industry. For the first time, **Nutrition Business Journal (NBJ)** is formally tracking it as a meaningful growth driver, reflecting its rapid scale and influence. In 2025, social commerce generated **\$1.01 B in U.S. supplement sales**, accounting for **5.4% of e-commerce** and **~1.4% of total industry sales**. Today, this activity is driven almost entirely by TikTok Shop, which NBJ currently classifies as a fast-growing extension of e-commerce rather than a standalone channel.

TikTok's impact is strongest at the **top of the funnel**, particularly among **Gen Z and Millennials**. The platform excels at brand discovery through video, influencers, and user-generated content—**71% of users report discovering new health brands on TikTok**. However, conversion still depends on **brand credibility and validation** through trusted channels such as search, reviews, brand websites, and healthcare professionals. Brand recognition remains critical, with **~96% of consumers** saying it matters in purchase decisions.



Looking ahead, **AI-driven commerce** is set to amplify these trends. As retailers adopt generative AI and digital decision-makers increasingly influence product discovery, brands that pair **credible science with digital-ready content** will be best positioned to win.

What **Sales** Should Know

- Social commerce is now material
- TikTok drives discovery—credibility drives conversion
- AI will influence buying decisions next



Events — See You There

15—19
APR 2026

CCA meeting / World congress on osteoporosis, osteoarthritis, and musculoskeletal diseases

Prague, Czech Republic

16
APR 2026

NY IFT Annual Expo / Suppliers Day

Whippany, NJ

18
APR 2026

Isokinetics Return to Performance

Athens, Greece

20—23
APR 2026

International Conference on the Science of Botanicals

Oxford, MS

23
APR 2026

Regional IFT: Salt Lake City

Salt Lake City, UT

24—25
APR 2026

Tortilla Industry Association Annual Convention 2026

Las Vegas, NV

29
APR 2026

Regional IFT Suppliers Night

Owings Mills, MD

1—3
MAY 2026

ACOG 2026

Washington, DC

5—7
MAY 2026

Vitafoods Europe

Barcelona, Spain

5
MAY 2026

NCIFT Suppliers Night

Pleasanton, CA

14
MAY 2026

IFT Suppliers Night Quebec CIFST

Terrebonne, QC, Canada

19—21
MAY 2026

Sweets & Snacks Expo

Las Vegas, NV

Schedule a meeting with us here:





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Contact us at
hnh-marketing@balchem.com

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