

## **Balchem Highlights On-Trend Better-For-You Concepts and Smart Formulation Insights at IFT FIRST 2026**

*Meet Balchem at booth #1407 at IFT FIRST in Chicago, Illinois, July 12 to 15, 2026.*

**Montvale, New Jersey (June 16, 2026)** – Balchem, a leading global manufacturer of specialty ingredients for human nutrition and health, returns to IFT FIRST to showcase better-for-you food and beverage concepts and share expert insights on elevating formulation. At booth #1407, visitors can sample new functional beverages and high-protein snack prototypes powered by Balchem’s range of food and beverage solutions, including its new Milk Protein Z-Crisps®. The portfolio includes customizable beverage systems, advanced microencapsulated ingredients and functional powders designed to meet growing demand for products that support a healthy and balanced lifestyle without compromising taste. Balchem’s experts will also host two presentations demonstrating innovative approaches to better-for-you formulation.

“Current market trends are driving demand for convenient, on-the-go options that support wellness while still delivering the flavors and textures consumers expect,” said Andrew Hart, Director of Strategic Marketing & Business Development at Balchem. “Healthy snacking has become a daily ritual for most Americans, with 70% actively seeking more protein, while functional beverages are redefining the drinks category. At IFT, we are excited to showcase concepts that demonstrate how our ingredient technologies can help brands meet these demands with products that deliver real health benefits and strong sensory appeal.”

### **Unlocking Solutions for Better-For-You Innovations**

Visitors can connect with Balchem experts to learn how MeatShure®, an advanced microencapsulation technology, enables efficient production of premium meat snack sticks by eliminating fermentation time and added sugars. In beverages, Balchem will present its INjoy™ beverage systems, designed to deliver tailored functionality and consistent sensory appeal across applications such as functional waters, ready-to-drink beverages and energy drinks. VitalBlend™ rounds out the portfolio with fully customizable lipid-based powders enhanced with macro and micronutrients to support application-specific nutrition needs.

### **Spotlighting Formulation Expertise**

Balchem’s capabilities are highlighted through product concepts including Dubai chocolate-inspired clusters featuring Milk Protein Z-Crisps®. This high-protein concept demonstrates how brands can create nutrient-dense products without sacrificing taste or texture.

Balchem will also host two presentations at the Taste of Science Stage. “Formulating Better-for-You Indulgence in High Protein, High Fiber Applications” will take place July 13 at 1:00 PM. “Simplifying Beverage Innovation: Beverage Systems Built for Fast-Moving Markets” will follow on July 14 at 1:30

PM. These sessions will showcase formulation approaches that enhance taste, texture and development efficiency.

For more information about Balchem and its brands, or to request a meeting at IFT FIRST, visit [Balchem Human Nutrition & Health](#)

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## **About Balchem Corporation**

Balchem Corporation develops, manufactures and markets specialty ingredients that enhance the health and well-being of life. The company operates across three business segments: Human Nutrition & Health, Animal Nutrition & Health and Specialty Products. The Human Nutrition & Health segment provides customized ingredient systems and nutrients for food, supplement and pharmaceutical applications.

More information: [Balchem HNH](#)  
LinkedIn: [Balchem HNH LinkedIn](#)  
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