

Balchem Newest Addition to the Z-Crisps® Product Line

Ready for the “crunch”? We are not talking about the crunch that makes your muscle sore, but our newly launched crunchy extruded proteins! We are thrilled to announce our newest addition the **Z-Crisps® product line**; 70% Whey Crunch and 60% Pea Crisp Large.

70% Whey Crunch (80950F)

Boasting similar features to our flagship whey crisp, 70% Whey Protein Crisps (80241F), a blend of whey protein concentrate and whey protein isolate, 70% Whey Crunch is produced only from whey protein concentrate.



60% Pea Crisp Large (80886F)

With the 60% pea protein content, like our other Z-Crisps, this product provides a plant based, high protein source for health-conscious consumers. What sets 60% Pea Crisp Large apart, is its 6-7 mm pea protein crisp, which provides a unique textural and visual attribute in the finished product. Having a large size, this product also offers a harder bite, giving it a distinctive crunch that stands out from other products. This makes it an excellent ingredient for creating snacks, bars, and cereals that offer a unique and satisfying texture.



Whether your customers are athletes and fitness enthusiasts, or just want to enjoy some delicious protein bars after a busy day, Balchem’s newest Z-Crisps products will provide the solution you need and a satisfying crunch!

Balchem’s Z-Crisps can be used as-is or added as an ingredient to boost protein and provide texture in products. They are also a great way to add or increase protein in snack bars or even as a topping on ice cream and yogurt! If you’re interested in learning more about our newest extruded proteins and the satisfying crunch they provide, please click here to [request a sample](#), or [contact](#) your Balchem sales representative today.

**Booth J80 Vitafoods,
Geneva, Switzerland, May 9-12, 2023**



**The launch of a
new era has begun**
Making the world a healthier place

The Launch of A New Era Has Begun

**Kappa Bioscience® unveils
strengthened offering as part of
Balchem's Human Nutrition & Health
portfolio at Vitafoods Europe 2023**

Oslo, Norway, April 2023

Kappa Bioscience®, the leading manufacturer of vitamin K2 under the brand name K2VITAL®, is set to showcase the synergies between its K2VITAL all-trans vitamin K2 MK-7 ingredients, and the wider Balchem Human Nutrition & Health (HN&H) portfolio for the first time at Vitafoods Europe from 9-12 May 2023. This marks the first major milestone in Kappa Bioscience's integration with the Balchem group following the acquisition last year. Committed to staying true to its new motto 'A new era has begun. Making the world a healthier place', the company pledges to take product innovation to the next level with the newly merged Kappa-Balchem portfolio, paving the way for ingredient combinations that have never been explored before.

"At this year's exhibition we're shining a spotlight on how our K2VITAL range can be combined with the wider Balchem product portfolio to address a multitude of on-trend health segments that are all centred on the themes of longevity and performance," comments Dominik Mattern, VP Science, Business Development and Marketing Balchem Human Nutrition and Health (formerly EVP Marketing at Kappa). "The number of adults over 65 globally is expected to double by 2050.¹ As life expectancy continues to rise, we expect to see

K2VITAL®

increasing demand for supplements that can help people to live stronger for longer, so there is an exciting market opportunity for innovation in this space."

New synergies to deliver next generation longevity and cognition solutions

Chelated and speciality minerals, the heart of Balchem's Albion® Minerals portfolio, boasts over 200 scientific studies, dozens of patents and nearly 80 completed clinical trials covering a multitude of health benefits. Highly bioavailable and with greater tolerability than inorganic minerals, organic mineral amino acid chelates allow a reduced cost in use for CPGs. And, when used in combination with ingredients patented for mineral combinations such as K2VITAL DELTA, can offer an important competitive advantage in cardiovascular and bone health.²

Also available on stand will be OptiMSM®. Balchem's branded methylsulfonylmethane ingredient is known for its unmatched purity, safety and consistency standards. OptiMSM's versatility represents an infinite source of inspiration to innovate within the latest consumer trends in the growing areas of joint health, beauty from within and exercise recovery*.

*These statements have not been evaluated by Federal Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

**Booth J80 Vitafoods,
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The launch of a
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Making the world a healthier place

The Launch of A New Era Has Begun *Continue*

European manufacturers looking to expand into liver health are invited to stop by stand J80 and find out about VitaCholine®. It supports normal lipid and homocysteine metabolism and liver function* but is best known for its inclusion in prenatal and infant products, VitaCholine contains choline, which is a key building block of acetylcholine, a neurotransmitter that helps the brain send messages. Backed by sound science from manufacturing processes to food applications, the premier source of choline on the market can open the doors to untapped opportunities.

Exploring new functional food formats

As interest in functional food formats continues to rise, Kappa Bioscience will also highlight innovation opportunities with K2VITAL DELTA - the world's only patented microencapsulated vitamin K2 preparation, which is optimally stable (supported in over 400 tests) for mineral formulations. Thanks to its cold water dispersibility features, K2VITAL DELTA can be incorporated into functional food formats such as dairy and plant-based drinks, canned energy drinks, smoothie powders, and more.

As part of the Vitafoods Europe exhibition programme, Lena Leder - Manager Science & Content, Kappa Bioscience - will be delivering a presentation alongside Balchem's Strategic Development Manager, Nutrition Science, Eric Ciappio, in the New Ingredients Theatre (E70) at 11:30am on Tuesday 9th May titled Innovation

Throughout the Lifespan: Utilizing Novel Ingredients To Support Product Development. Visitors are invited to attend the presentation to find out more about the research behind synergies between K2VITAL and the wider Balchem HN&H portfolio to power new product innovation.

For more information visit: Vitafoods EU 2023 (kappabio.com)

To learn more about Balchem, visit: www.balchem.com

References:

1. Source: NielsenIQ Global Health & Wellness Study of 17 markets, September 2021
2. Hasific, S., et al., The effect of vitamin K2 supplementation on coronary artery disease in a randomized multicenter trial. *European Heart Journal*, 2022. 43(Supplement_2).



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SCIENCE UPDATE

Mineral Deficiencies

Impact Women and Children Around The World

Nutrient deficiencies are a major worldwide public health issue, and it is often stated that 2 Billion people worldwide are suffering from a nutrient deficiency. A team of researchers supported by the Global Alliance for Improved Nutrition (GAIN) sought to update this roughly 30-year-old statistic. Using [modern approaches and biomarker data](#), the team worked to gain an understanding of the prevalence of nutrient deficiencies among specific groups, namely preschool aged children (age 6 – 59 months) and non-pregnant women of childbearing age (15-49y).

The researchers looked at nationally representative deficiency biomarker data for nutrient deficiencies with significant consequences, namely Vitamin A, Folate, Iron, and Zinc. They found that **more than half (56%) of preschool aged children and more than 2/3 (69%) of women age 15-49y were deficient in at least one micronutrient**. The prevalence did vary by region, with Sub-Saharan Africa having the highest prevalence of deficiency globally. However, high-income countries were not far behind, with nearly half of women and children having at least one micronutrient deficiency. **In the US, nearly 1 in 3 women had at least one micronutrient deficiency**, with nearly 1 in 5 women being iron deficient. In the end, the research team concluded that the previously touted figure of 2 billion people suffering from micronutrient deficiencies is “[a major underestimate](#)”.

Micronutrient deficiencies are a widespread and significant public health concern, but fortunately Balchem offers multiple options to help. [Balchem's Albion® Minerals](#) line offers better absorbed forms of key minerals such as [Iron](#) and [Zinc](#) Bisglycinate to help you provide product options to help improve the health of consumers, at home and around the world.



Gaining a Mental Edge

How VitaCholine® Activates the Mind and Propels the Body

[Watch the Replay](#)

Spring into Action with OptiMSM®

Maintaining Mobility and Joint Health for All Ages

[Watch On-Demand](#)

MARKET & CONSUMER TRENDS

Electrolyte Beverage Innovation Invigorates Sports Nutrition!

The combined sports nutrition and weight management market grew by 9.9% in \$ sales in 2022 according to NBJ (Nutrition Business Journal) March 2023 Sports Nutrition Issue.

The growth in 2022 happened primarily in sports hydration and energy beverages and heavily depended on mass market channels (including convenience stores). Powdered drinks like Liquid IV and Nuun contributed to the growth in 2021 and 2022.

Electrolyte beverages are expanding beyond traditional areas such as sports, infant and illness recovery to move into use-case segmentation including [Nutrabolts's XTEND Healthy Hydration Nutrabolts launches XTEND® Healthy Hydration™, new zero sugar electrolyte drink mix packs - Nutrabolts](#), Prime, as well as the brand Pique which launched B•T Fountain Beauty Electrolytes which contains hyaluronic acid ceramides and electrolytes for deep hydration. [B•T Fountain | Beauty Electrolyte – Pique \(piquelife.com\)](#)

For Millennials, the traditional stereotypes associated with bodybuilding and performance is helping to evolve **“sports nutrition” to “active nutrition”** which encompasses whole-body health including mental health. Also, Millennials prefer outdoor exercise or workouts at home versus gym memberships.

NBJ reports that creatine is a top ingredient to watch!

The benefits of creatine's effects on older adults include retaining muscles and supporting cognitive health.

Source: 2023 NBJ Sports Nutrition Issue March 2023

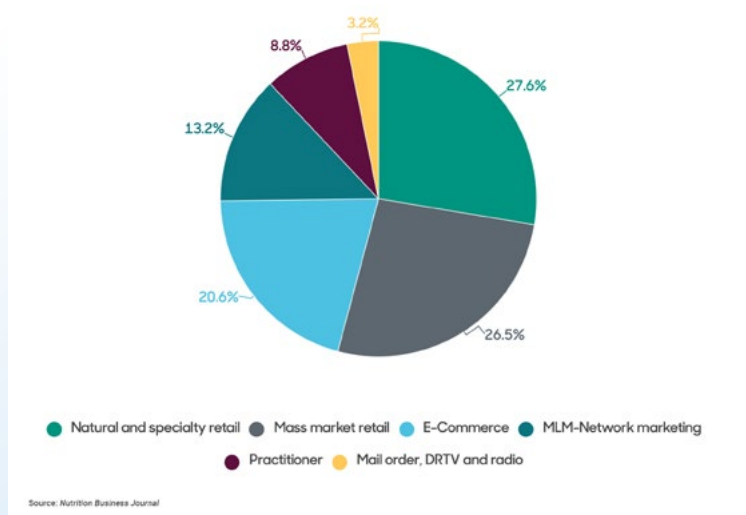
Implication: This represents an opportunity for [Balchem's Creatine MagnaPower®](#) to expand into more areas to target consumers innovations around active

nutrition/longevity* (e.g., the positive consumer test results that have been generated by the “Healthspan Pro” shake targeted to older consumers is a good example!)

Despite the Importance of E-Commerce, Brick & Mortar sales are Key to Supplement Growth

E-commerce, while extremely important to the supplement business, has not overtaken other channels as one might have anticipated during the height of the pandemic. In fact, NBJ predicts e-commerce and natural/specialty brick and mortar will be at equal market share and mass market will be \$1.4 billion ahead of both by 2025. In 2023, NBJ projects that mass market retail will pass natural/specialty retail in supplement sales for the first time. Note that according to NBJ, the natural/specialty channel was a third larger than mass just five years ago.

Supplement industry sales by channel, 2022e



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MARKET & CONSUMER TRENDS

Continue

Multi-level marketing companies (e.g. Herbalife, Nu Skin and USANA) have suffered steep declines in stock prices reflected in major losses in net sales (e.g. Herbalife down 10.3% in net sales in 2022). MLM needs more innovation and needs to incorporate a shift towards technology and sustainability.

According to a survey by McKinsey & Co. Future of Wellness in 2022, 50% of Americans consider wellness a top priority in their day-to-day lives, a big jump from 42% in 2020.

Source: 2023 NBJ Sales Channel Issue April 2023

Implications: This points to an opportunity to target mass channels – including private label brands as consumers are looking at store brands and value brands in supplements and they expect to find them in mass market.

As more American prioritize wellness, this is good news for the supplement industry. As noted by NBJ, this parallels a major trend towards the blurring of lines between retailers and health care providers—e.g., Walgreens placing Village Medical primary care clinics in stores or right next door while CVS is taking similar steps. Accordingly, supplement brands have more access points to consider as consumers have more access to wellness.



Upcoming Events & Webinars

Tortilla Industry Association - Booth 315

May 1-2, 2023 | Austin, TX | [Request a meeting with us](#)

Vitafoods EU - Booth J80

May 9-11, 2023 | Geneva, Switzerland | [Request a meeting with us](#)

Northeast IFT

May 16, 2023 | Worcester, MA | [Request a meeting with us](#)

ACOG - Booth 1025

American College of Obstetricians and Gynecologist

May 19-21, 2023 | Baltimore, MD | [Request a meeting with us](#)