



The Balchem Beat

Functional
Ingredients
Symposium

The Growth of
Tortillas

Unveiling
the Vital Trio

Balchem and
Stauber
Performance
Ingredients

Balchem Joins
ILSI Vitamin K2
Task Force

Market Trends

Upcoming Events



Issue 21 April 2024



balchem[®]
HUMAN NUTRITION & HEALTH



Editor's Note

Dear Balchem Community,

Welcome to the delicious April edition of our newsletter! This month, we've got content to tantalize your taste buds and keep you informed about the latest trends in the food and nutrition industries.

First up, Balchem unveils innovative solutions to enhance your bakery creations, from shelf-life magic to exciting flavor profiles.

Learn why tortillas are taking the food world by storm and discover how BakeShure® FT helps bakers achieve perfect tortillas.

Looking for a health boost? We explore the science-backed "Vital Trio" supplement, combining magnesium, Vitamin D3, and Vitamin K2 for optimal health. Balchem Minerals and Nutrients business unit gears up to power the performance of the nutrition market in our new partnership with Stauber Performance Ingredients.

Ever wonder about the science behind your favorite vitamins? Join Balchem on our mission to elevate scientific understanding of Vitamin K2 through participation in the ILSI Europe's new Vitamin K2 Task Force.

Finally, we delve into the results of Balchem's Ingredient Awareness Tracking Study. This insightful study reveals consumer trends in the US, UK, and Germany, highlighting a growing interest in fortified foods and preferred delivery formats.

We hope you enjoy this month's edition. Be sure to visit our website [Balchem Human Nutrition and Health](#) or contact us [Contact Us | Human Nutrition and Health \(balchem.com\)](#) to learn more about the exciting developments at Balchem!

Warm regards,

The Balchem Beat Editorial Team



Functional Ingredients Symposium

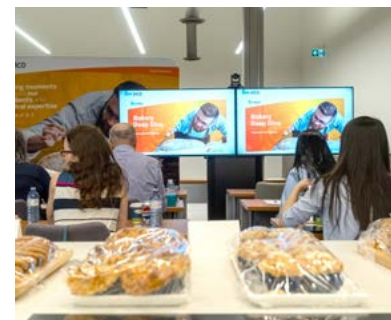
Showcasing the future of bread with innovative ingredients from our food portfolio: protein crisps and encaps.

Balchem's Powder's & Cereals and Flavors, Encaps & Inclusions distributor partner IMCD hosted their annual technical symposium in February 2024, where the theme incorporated learning, tasting, and innovating, while exploring a series of functional ingredients solutions to enhance the eating quality of customer bakery products.

The symposium featured technical experts from Balchem and ADM, and unveiled solutions: shelf-life extension, stability, nutritional improvement, flavor enhancement, and more!

This exclusive event was attended by 25 in-person customers and 126 virtual participants, and garnered an overall 92% customer approval rating! Customers found these most valuable during the session:

- **Ingredient solution knowledge**
- **Innovative ideas/inspiration**
- **Expert presenters**
- **Prototype tastings**



Members of Balchem Sales and R&D actively engaged with attendees during the February 2024 IMCD Technical Symposium.



Issue 21 April 2024

Balchem featured these high-caliber ingredients:



Centennial™ 75 Coconut CL2 and 60% Pea Protein Crisps (Featured in Keto Friendly Crisp Bar):

For similar applications to the Keto Friendly Crisp Bar, there are numerous lipid powders and protein crisps in our portfolio to choose from. For instance, VitalBlend™ MCT 7510 NG is a fiber-enriched, choline-enriched, sugar-free MCT oil-based powder that provides immediate energy and cognitive benefits. It's ideal for functional snacks or bakery products. Additionally, our 60% Pea Protein Cocoa Crisp goes well in chocolate bars, while the 60% Organic Pea Protein Crisp is great for organic snacks and bakery items.



Centennial™ 7513 (Featured in a Chocolate Pudding):

Our chocolate pudding mix includes Centennial™ 7513, a coconut oil-based dry milk spray-dried powder that mixes easily with cold water or milk. We also offer other lipid powders like DMP NPH (68% fat palm oil), suitable for pudding, pie filling, and no-bake cheesecake. Jerzee™ Whip 65 Sunflower NT (65% fat sunflower oil) is perfect for mousse, pastry fillings, custard, or soft serve. Jerzee™ CWS 80BXSC (49% fat coconut oil) is ideal for plant-based desserts without sodium caseinate.



Centennial™ 6802 (Featured in Yuzu Kumquat Ginger Muffin Crown):

Our Yuzu Kumquat Ginger Muffin Crowns contain Centennial™ 6802, and there are many other lipid powders in our portfolio that can be used in bakery applications. QuLC Creamer™ 7351, a 72% fat palm oil powder, suits cakes, bread, and cookies. VitalBlend™ MCT NG, an organic 73% fat, 24% protein MCT oil spray dry lipid powder, serves as a healthy fat substitute and boosts nutrition in bakery mixes. Centennial 75 Palm NP, a 75% fat palm oil powder without sodium caseinate, is an excellent vegan baking choice.



70% Whey Protein Crisps for White Bread:

Besides 70% Whey Protein Crisps, we offer 70% Pea Protein Crisps that will fit any vegan bakery product application, including 70% Whey Protein Cocoa Crisps with cocoa powder for chocolate bakery product applications.



If you're interested in a product and capabilities overview, contact your Balchem account manager today.





Tortilla usage is on the rise due to their affordability and versatility.

The Growth of Tortillas



Tortilla usage is on the rise due to their affordability and versatility. A Mintel survey of tortilla consumers indicates that “25% anticipate eating more” tortillas and wraps. They also prioritize the basics of tortillas, keeping it simple such as using the basic flour tortilla as a trusted and reliable product. The excitement and creativity of this food item lies in combining it with a plethora of

toppings, which also expands its meal occasion usages.

Flour tortillas made with BakeShure® FT have the pH needed in a tortilla, enabling shelf-life to be achieved while maintaining the characteristics consumers love, i.e., size and texture. BakeShure® FT enables a more consistent round shape, reduces translucency, and increases tortilla stack height & extendibility.

Ask us more about BakeShure® FT and visit us at Booth #422 at the Tortilla Industry Association (TIA) Conference in May.

Source: Mintel, Tortillas and Wraps – US – 2024, Julia Mills, March 12, 2024





Issue 21 April 2024

Unveiling the Vital Trio

A Must-Have Supplement Formula Debuts at SupplySide East 2024

Market data paints a clear picture:

Consumers are increasingly prioritizing supplements that target immunity, heart and bone health, and longevity. This focus on overall well-being has propelled a surge in demand for three key ingredients: magnesium, Vitamin D3, and Vitamin K2. Recognizing this trend, we're thrilled to unveil the Vital Trio at SupplySide East 2024, taking the "perfect pair" of Vitamin K2 and Vitamin D3 to the next level.

The Vital Trio goes beyond just combining these powerful nutrients. It features Albion Minerals' chelated magnesium bisglycinate, K2VITAL[®] DELTA, and Vitamin D3, each chosen for its remarkable efficacy and innovative delivery systems. This combination delivers enhanced absorption and bioavailability, maximizing the benefits for consumers.



Concept shown is for demonstration purposes only. Ingredient users are solely responsible for ensuring the compliance of formulation and labeling (inclusive of claims) with applicable regulations.



Click here to learn more about the Vital Trio and its potential to elevate your product offerings.

What makes the **Vital Trio** stand out?

Powerful Combination: The trio brings together magnesium, Vitamin D3, and Vitamin K2, three nutrients that work together to support a variety of health functions, including:

- **Immune Function:** Both Vitamin D3 and magnesium play a crucial role in supporting a healthy immune system.
- **Heart and Bone Health:** Magnesium, Vitamin D3, and Vitamin K2 all contribute to maintaining strong bones and a healthy heart. Vitamin K2 in particular activates a protein that directs calcium away from the arteries.
- **Healthy Aging:** Studies suggest that sufficient levels of magnesium, Vitamin D3, and Vitamin K2 may be associated with healthy aging.

Patented Technology: The Vital Trio leverages Albion® Minerals' chelated magnesium bisglycinate and K2VITAL® DELTA, a form of Vitamin K2 featuring patented micro-encapsulation technology. This technology ensures that this essential nutrient is protected from degradation and delivered efficiently to the body.

Aligned with Trends: The Vital Trio perfectly aligns with the latest trends in the supplement and food industries, where consumers are seeking efficacious and innovative formulas that target overall well-being.

Explore the Potential of the Vital Trio
We invite you to visit us at SupplySide East 2024 to explore the Vital Trio concept in more detail. We're confident that this powerful combination will resonate with consumers seeking to optimize their health and longevity.

This information is intended for industry professionals or customers of dietary ingredients, not consumers. Any explicit or implied claims included in this presentation may not necessarily be appropriate for marketing purposes and customers are responsible for their own compliance with relevant legal and regulatory requirements. These statements have not been evaluated by the US Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.





Tom Druke presenting on Balchem performance nutrition at the Stauber hosted event.



Issue 21 April 2024

Balchem and Stauber Performance Ingredients

Balchem Minerals & Nutrients and Stauber Performance Ingredients Partner to Power Up Performance Nutrition in North America: Debuting Partnership at Natural Products Expo West.

At Natural Products Expo West on March 13th, Balchem was invited to talk to an audience of Stauber Performance Ingredients® customers about the core capabilities that Balchem® offers in performance nutrition. During the event, Tom Druke presented a one hour talk to a packed audience entitled "Power Your Performance Products with Science-Backed Ingredients" during which he elaborated on the many ways that Balchem ingredients support both physical and mental performance. Products targeted to performance are driving growth across several segments, principally healthy aging, joint health, and mental performance and mood.

In his talk, Tom illustrated how VitaCholine® supports the mind-body connection by transmitting messages from the brain to the muscles, detailing results from a recent study that showed how choline bitartrate acts rapidly in the brain to support focus and fine motor coordination. He also covered a number of studies on the many ways that OptiMSM® supports joint health and recovery during exercise, key factors in maintaining optimal levels of physical performance

as we age. In addition, he touched on the multiple benefits of Balchem's Creatine MagnaPower®, which combines creatine and magnesium, two powerhouse ingredients for physical and mental performance. He closed the session with several concepts illustrating practical product applications to help manufacturers capitalize on the growing performance trend. This new distribution partnership between Balchem and Stauber Performance Ingredients is poised to provide added value through a deep understanding of market needs and an extensive knowledge of blends, while also enabling both companies to meet the demand for additional support and customized solutions. Stauber's infrastructure and technological capabilities will synergize with Balchem's extensive global presence, which will be pivotal in further improving reach and operational efficiency across the USA and Canada. This first step in our strategic partnership is only the beginning, as both Balchem and Stauber are excited to work together to meet the increasing demand for our product solutions, now and into the future.



Balchem Joins ILSI (International Life Sciences Institute) Europe's New Vitamin K2 Task Force

Balchem is proud to announce its participation in the newly formed Vitamin K2 Task Force established by ILSI Europe. This collaborative effort, which kicked off on February 15th, 2024, aims to elevate the scientific understanding and awareness of Vitamin K2's crucial role in human health.

Bridging the Knowledge Gap

Vitamin K2, a vital nutrient for bone and cardiovascular health, is often overshadowed by its more well-known counterpart, Vitamin K1. The Task Force's primary objective is to critically review existing scientific evidence regarding the diverse health benefits associated with Vitamin K2. This in-depth analysis will be instrumental in bridging the current knowledge gap surrounding this essential nutrient.

Key Activities

The Task Force has outlined a series of key activities to achieve its goals:

- **Systematic or non-systematic Review:** A comprehensive review of existing research on the health benefits of Vitamin K2, including an assessment of the evidence strength.
- **Biomarker Identification:** Evaluation of current Vitamin K2 status biomarkers to establish a consensus on the optimal monitoring method.
- **Nutritional Economic Analysis:** A thorough study to determine the potential healthcare cost savings associated with Vitamin K2 supplementation across Europe.

About ILSI Europe

ILSI Europe is a non-profit organization and the European branch of the International Life Sciences Institute (ILSI). It fosters collaboration between experts from academia, industry, and the public sector. Its mission is to develop, communicate, and disseminate science-based solutions to address critical challenges in food, public health, and sustainability.

Balchem is committed to advancing scientific knowledge in the field of nutrition and is thrilled to be a part of this impactful initiative. Stay tuned for further updates on the Task Force's progress!



Summary of Ingredient Awareness Tracking Study

Balchem investigated consumer awareness of ingredients in the United States (US), United Kingdom (UK), and Germany. This is the second round of tracking in the US, allowing for comparisons between December 2022 and December 2023.

Key Findings:

• **Increased Ingredient Awareness in the US:**

US consumers showed a significant rise in awareness for various ingredients like calcium, magnesium, and Vitamins K2 and D compared to 2022. This might be due to increased exposure to magnesium on social media.

• **Demand for Added Nutrients:** Across all three countries, a quarter of consumers expressed interest in buying food and beverages fortified with extra nutrients for health reasons.

• **Willingness to Pay More:** A considerable portion of consumers are willing to pay extra for health-promoting products.

• **Preferred Delivery Formats:** Gummy vitamins are the most popular format in the US, while capsules and tablets dominate the UK and German markets.



Events

SEE YOU
THERE

- ★ **Supply Side East (4/16 - 4/17)**
Booth 323, Secaucus, NJ
- ★ **ADPI/ABI Annual Conference (4/28-4/30)**
Table 5, Chicago IL
- ★ **TIA Tortilla Industry Association Convention (5/9 - 5/10)**
Booth 422, Las Vegas, NV
- ★ **GDC (5/13)**
Geneva, Switzerland
- ★ **VitaFoods – EU (5/14 -5/16)**
Booth F90, Geneva, Switzerland
- ★ **Reginal IFT: NE Section (5/14)**
Worcester, MA
- ★ **Sweet & Snacks Expo (5/14 -5/16)**
Booth 3218, Indianapolis, IN
- ★ **ACOG Annual Clinical & Scientific Meeting (5/17-5/19)**
Booth 113, San Francisco, CA

★ Schedule a meeting with us, here: 



Webinar

 [Watch the Replay](#)

Nuturing Young Brains Through Better Nutrition

What's in Your Lunchbox?