



# The Balchem Beat

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Optifolin<sup>+</sup><sup>TM</sup>  
A New Brand  
for Balchem!  
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Elevate Your  
Beverage & Snack  
Game at IFT 2024  
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Balchem Opens  
Storefront on  
Knowde  
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Hydration and  
Protein: Beverages  
Are Meeting  
the Need  
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.....  
2024 ACOG  
Annual Meeting  
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.....  
Market Trends  
.....

.....  
Upcoming Events  
.....



# Editor's Note

Dear Balchem Community,

This Balchem Beat bursts with innovation! We're introducing Optifolin™, a revolutionary folate for all life stages (webinar July 18th!). This powerful ingredient complements our existing portfolio and tackles potential deficiencies.

Calling food & beverage innovators! Join us at IFT FIRST in July for cutting-edge solutions to elevate your offerings in the booming beverage and snack sector.

Our new Knowde storefront streamlines product discovery, making it easier for R&D and procurement teams to find the ingredients they need.

Consumer demand for protein and electrolytes is surging – our beverage systems help you meet the need!

We proudly partnered with 5 leading dietary supplement industry partners and the CRN (Council for Responsible Nutrition) Foundation to raise awareness about prenatal supplements and VitaCholine® at the ACOG Annual Meeting.

The lines between active lifestyles and sports nutrition are blurring. Consumers seek these products for overall health, not just athletic performance.

Explore the exciting opportunities in this Balchem Beat. Visit our website, attend our webinar, and connect with us to learn more!

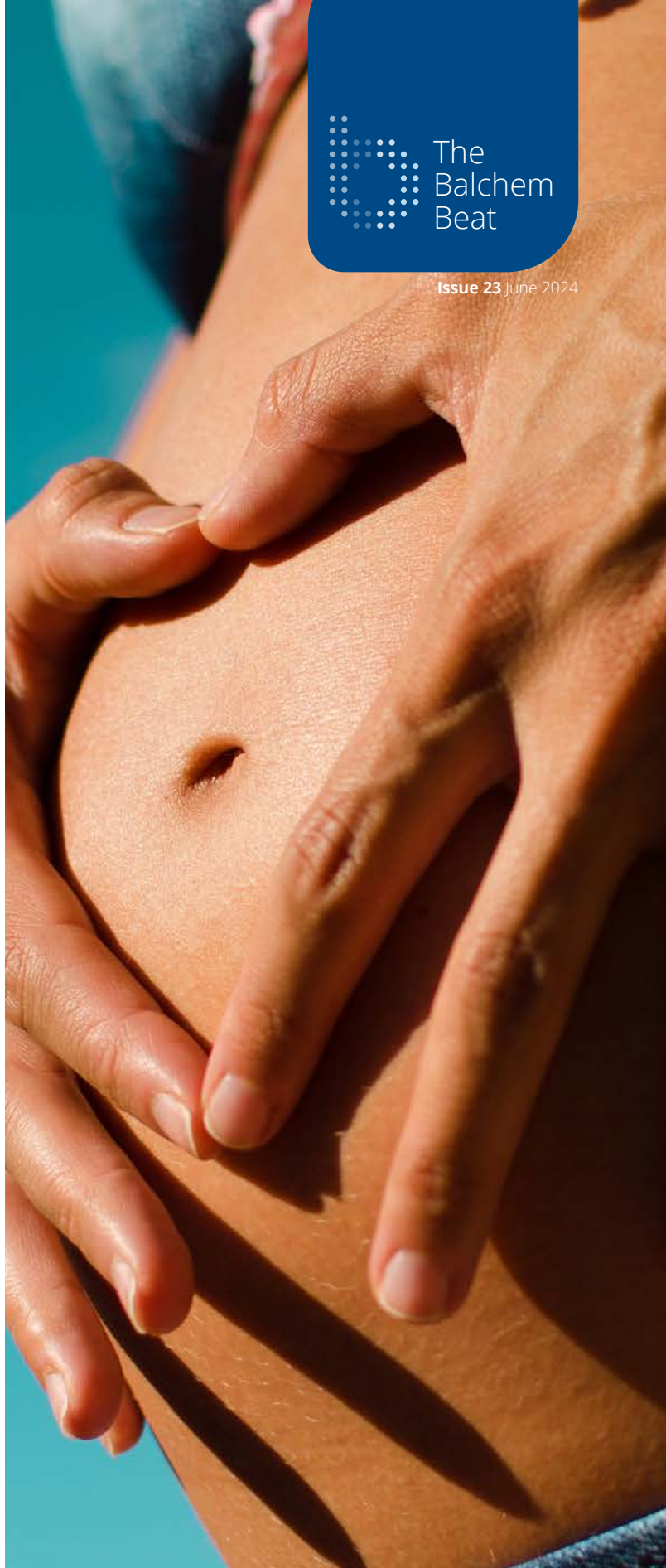
Warm regards,

**The Balchem Beat Editorial Team**

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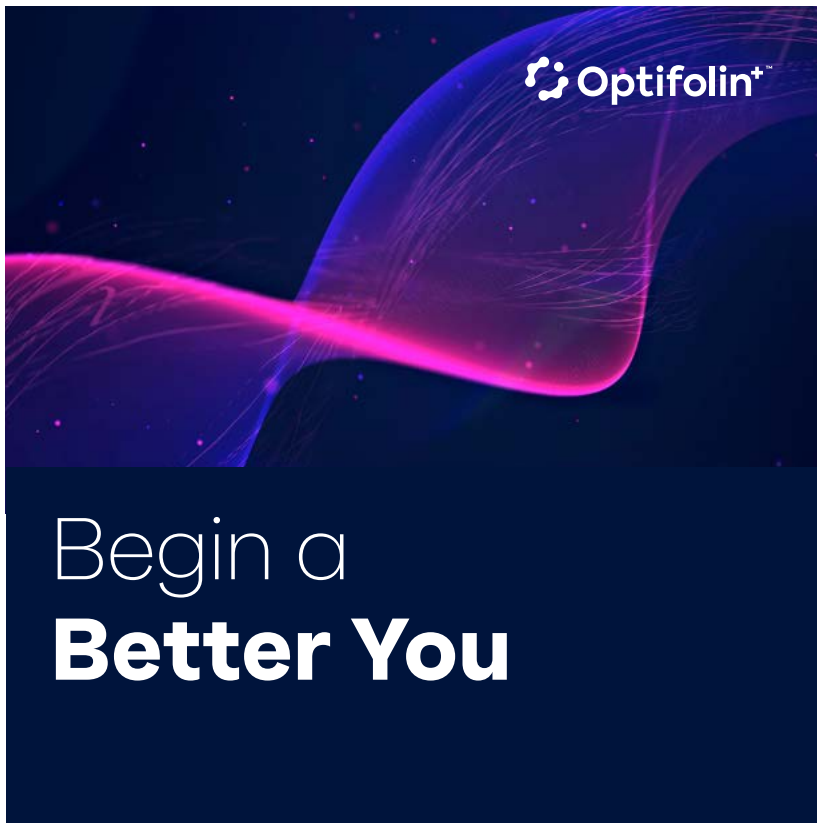


**Balchem Announces  
New Ingredient Optifolin+™  
in Minerals & Nutrients Portfolio**



Issue 23 June 2024

# A New Brand for Balchem!



We are thrilled to introduce the latest addition to our portfolio: Optifolin+, a cutting-edge choline-enriched L-5-MTHF ingredient set to revolutionize the dietary supplement market. Optifolin+ supports cellular health at every stage of life, making it a versatile and essential component for a wide range of health applications where consumers may not be able to attain the right levels of folate from diet alone. This innovative ingredient exemplifies our commitment to fueling tailored solutions, vitality, and wellness, while addressing the toughest challenges faced by our customers in product formulation. Optifolin+ perfectly complements our minerals and specialty vitamin brands, enhancing your product offerings through its powerful benefits.

 **Learn more at  
[optifolinplus.com](https://optifolinplus.com)**



WEBINAR

## Innovation in Folate Nutrition: How Optifolin+ Supports Prenatal, Brain, and Heart Health

**Discover Balchem's new patented choline-enriched L-5-MTHF ingredient Optifolin+ and how this innovative folate form supports optimal cellular health across all life stages.**

From prenatal development through adulthood, explore how this scientific breakthrough opens transformative potential in dietary supplementation.

**JULY 18, 2024  
2 PM EST | 8 PM CEST**

DURATION:60 MINUTES

**Registration link, click here:**   
([onlinexperiences.com](https://onlinexperiences.com))





Elevate Your Beverage & Snack Game  
at IFT 2024

# Innovation & Inspiration Await!

Calling All Food & Beverage Innovators! IFT FIRST (Institute of Food Technologists) in July is your chance to discover groundbreaking trends and solutions. We're showcasing a powerful lineup designed to elevate your offerings in the booming beverage & snack sector.



#### **BEVERAGE CREATORS:**

- **Craft Your Dreams:** INjoy™ Beverage Systems empower you to create perfect cold brews, teas, and more. Customize everything from sweetness to texture with this user-friendly system.
- **Power Up Your Drinks:** VitalBlend™, our versatile protein powder (plant-based or dairy-based), lets you create custom, healthy beverages. Packed with nutrients, it fits any diet - sample our new cold-water soluble VitalBlend Oat 2540 with VitaCholine® and explore the possibilities!

#### • **Taste of Science Event:**

**Monday, July 15th, 11am to 11:15 am**  
**CST, Exhibit Hall – Booth 5212**

Our experts will demonstrate the unique performance of VitalBlend Oat 2540, focusing on Solutions for Cold Water Solubility. We'll showcase our spray dried emulsified lipid powders and/or agglomerated powder systems, designed to enhance the solubility of beverage powder mixes in cold water.





### SNACK SENSATION SEEKERS:

- **Crunchy Protein, Endless Potential:** Z-Crisps® deliver a satisfying crunch and protein boost in plant-based and dairy-based options. Enjoy them as-is or add them to your creations for extra texture and protein power.
- **Meat Snack Success:** Explore MeatShure®'s innovative direct acidification technology for delicious and safe meat snack sticks.
- **Collagen Crisps:** These on-trend snacks offer a delicious and functional twist, appealing to health-conscious consumers.



### BEYOND THE SPOTLIGHT:

We'll also showcase exciting solutions for other areas:

- **Confectionery:** Next-generation candy and treat ingredients & techniques.
- **Frozen Desserts & Novelties:** Cutting-edge solutions for indulgent, shelf-stable frozen delights.
- **Bakery:** Solutions for extended freshness and perfect sourdough.
- **Salts for Meat:** Enhance the flavor and texture of your meat products.

**Don't Miss Out! Visit us at IFT in July and let's create something truly innovative together.**



Leading supplier of innovative solutions for health and nutrition



Issue 23 June 2024

# Balchem Opens Storefront on Knowde

Balchem enhances customer experience with a storefront on Knowde, a leading digital platform for ingredients, polymers, and chemicals. This new storefront streamlines product discovery for our key brands, including OptiMSM® methylsulfonylmethane, Albion® Minerals, K2VITAL™ all-trans Vitamin K2 MK-7, and VitaCholine®.

Balchem's storefront on Knowde makes it easier for R&D professionals and procurement teams from pharmaceutical, nutritional supplement, food and nutrition, and animal nutrition companies to search for ingredients and request documents, order samples, and access experts who can answer technical questions.

"We are driven by a commitment to make the world a healthier place by delivering trusted, innovative, and science-backed ingredients. Our Knowde storefront will help customers in the markets we serve to find our products and connect with our experts to get answers to their technical and formulation questions,"

**Dominik Mattern,**  
VP Science and Marketing for Balchem



**Empower your next formulation with science-backed ingredients. Visit our Knowde storefront today.**



# 34%

of consumers drink performance beverages

“more often” for reasons other than exercise recovery



The  
Balchem  
Beat

Issue 23 June 2024

## Hydration and Protein: Beverages Are Meeting the Need

From Gen Z to Boomers, all generations are showing interest in nutrients, electrolytes, and protein. These ingredients support total body wellness and function to meet the body's needs during different stages of life. Protein claims drive 63% of nutritional drink users' product choices and purchases. Electrolytes support hydration claims, as consumers associate hydration with health benefits beyond recovery from physical activity. As such, more and more people are drinking beverages with added electrolytes not only during exercise, but as an anytime drink. 34% of consumers drink performance beverages “more often” for reasons other than exercise recovery.

**Let Balchem support your beverage product development and simplify your inventory management through our systems approach.** Our beverage systems are categorized as Stabilizers, Sweeteners, Mouthfeel Modifiers, Nutrients, and Flavor + Color. We deliver peace of mind by adding consistency and control to your product's manufacturing process.

Source: Mintel, Sports, and Performance- US- 2024; May 2024

Source: Mintel, Nutrition Drinks- US- 2024; March 2024





Issue 23 June 2024

# Balchem Partners with Leaders Across the Dietary Supplement Industry at the 2024 ACOG Annual Meeting

Balchem Human Nutrition and Health partnered with the CRN Foundation, the educational arm of the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement and functional food industry, to participate at the recent American College of Obstetricians and Gynecologists (ACOG) Annual Clinical and Scientific Meeting in San Francisco, CA.

To help raise awareness about the recent data on the benefits of VitaCholine supplementation during pregnancy, Balchem supported CRN and its participating member companies — Church & Dwight Co., Inc., dsm-Firmenich, Kemin Human Nutrition and Health, OmniActive Health Technologies, and Pharmavite — in creating the “Prenatal Nutrition Center” at the conference. The booth served as a hub for health care pro-

fessionals to learn about the critical role of prenatal supplements during pregnancy, by providing valuable educational materials focused on key ingredients in prenatal supplements and on addressing nutrient gaps that are prevalent during pregnancy. This direct interaction with the medical professionals in attendance aimed to enhance the healthcare community’s understanding of, and support for, the safe use of supplements during pregnancy.

Furthermore, the consortium sponsored a Product Theater session entitled “Front and Center with Prenatal Supplements: What the Science Says, and What HCPs Need to Know.” The session featured esteemed speakers Dr. Kecia Gaither, MD, MPH, MS, MBA, FACOG, FAIUM, and Dr. Michael McBurney, PhD, FASN, FCNS-SCN, who discussed the science behind

prenatal supplements and what health care providers need to know to advise their patients effectively.

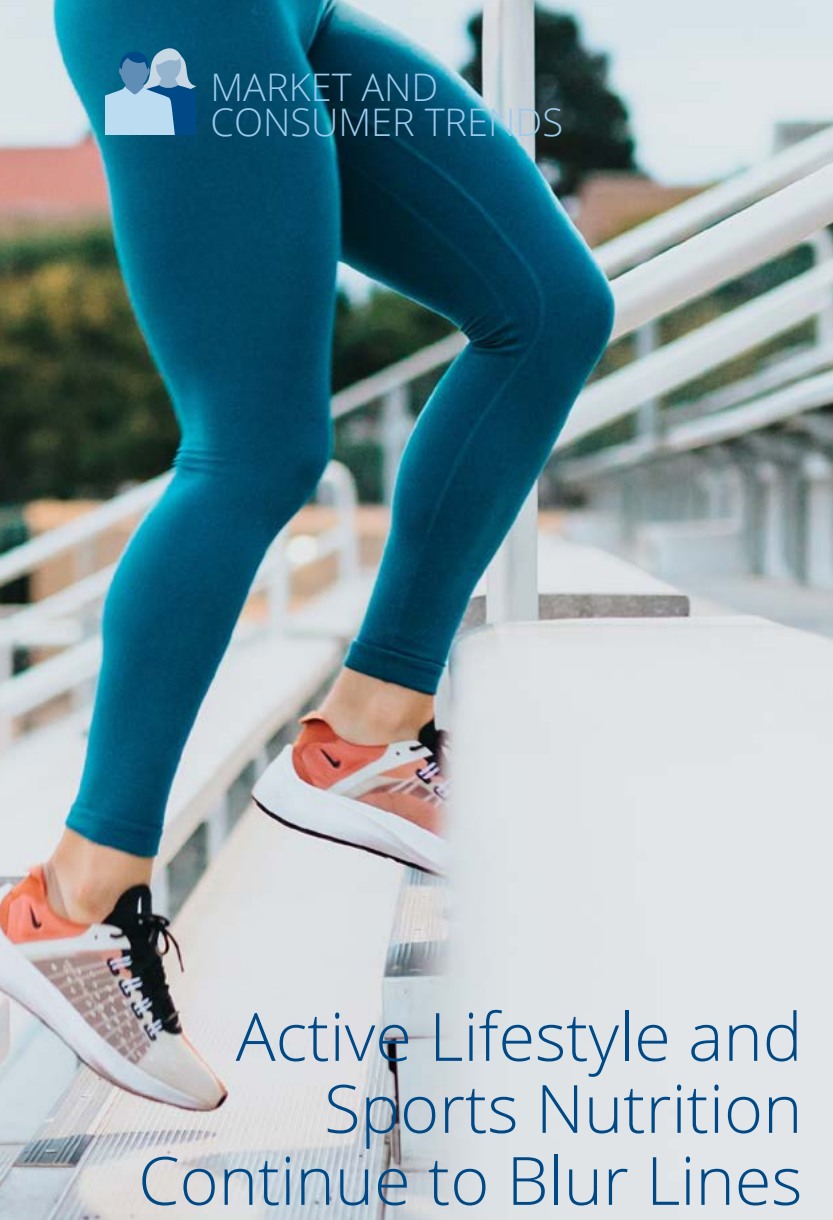
“CRN is thrilled that our members with products and expertise in this space have come together in such a meaningful collaboration to offer this important resource to ACOG attendees this year,” said Andrea Wong, Ph.D., Senior Vice President, Scientific & Regulatory Affairs, CRN. “Our equal partnership with all of them at ACOG is sure to advance awareness around prenatal health and nutrition.”

**Interested in discussing how Balchem can help you educate healthcare professionals about the benefits our ingredients can deliver to your consumers?**

 **Contact us today!**







# Active Lifestyle and Sports Nutrition Continue to Blur Lines

# \$70 billion dollars in 2023

The US sports nutrition and weight management industry reached nearly \$70 billion dollars in 2023, with impressive growth of 11%!

Consumers are motivated to purchase these products not only for sports or athletic performance, but also to support a healthy lifestyle:

- More than half, **56%, of consumers say they buy the products "for general health and nutrition benefits."**
- **"To look better/improve physical appearance" is cited by 42%** as a reason to buy sports nutrition or active lifestyle products.

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.

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## Events

SEE YOU THERE

★ **NUTRITION 2024 6/29 - 7/2**  
Chicago IL

★ **IFT First (7/15-17, 2024)**  
Booth 4048, Chicago, IL

★ **WEBINAR – 7/18/24:**  
Innovation in Folate Nutrition: How Optifolin™ Supports Prenatal, Brain, and Heart Health  
**Register here:**

★ **NBJ (7/29-8/1, 2024)**  
Anaheim, Ca

**Carolina Meat Conference**  
**(7/30-31, 2024)**  
Boone, NC

★ Schedule a meeting with us, here:



## Webinar

WATCH THE REPLAYS

**Nuturing Young Brains Through Better Nutrition**  
What's in Your Lunchbox?

**Watch the Replay**

