

The Balchem Beat

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Joey Mantia

Introducing a New Cold-Water Soluble Oat-based Creamer

Balchem Welcomes Olympic Speed Skater Joey Mantia as the First VitaCholine® Brand Ambassador!

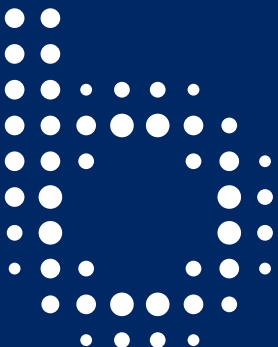
Balchem Earns Gold Rating for Eco-Friendly Booth

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Editor's Note

Dear Balchem Community,

We're excited to unveil a fresh new look and easier navigation for the Balchem Beat, making it a breeze to explore the latest trends and innovations we share each issue.

This month, we're unveiling VitalBlend™ Oat 2540, a revolutionary creamer, for delicious functional beverages, at IFT First! Visit Booth 4048 to see how it can elevate your product. Craving healthy convenience? Explore our protein-fortified beverages, crispy collagen inclusions, and encapsulated acids and salts for enhanced texture and flavor.

We're proud to welcome Olympic speed skater Joey Mantia as the first VitaCholine® brand ambassador!

Want to grill with confidence this summer? Our ingredients deliver consistent flavor in burgers and perfect buns every time.

Sustainability matters to us. Our recent Gold rating for an eco-friendly booth at Vitafoods Europe reflects that commitment.

Gain insights from the latest research on micronutrients, gut health, and mental wellness at the 13th Nordic Nutrition Conference.

Discover the future of Vitamins, Minerals and Supplements with Mintel's report. Learn about the rise of natural, convenient, and personalized health solutions.

Visit our [website](#) or [contact us](#) today to create successful products that meet evolving consumer demands.

Warm regards,
The Balchem Beat Editorial Team



Introducing a New **Cold-Water Soluble Oat-based Creamer**

We are pleased to announce we will showcase our latest addition to our Powders & Cereals portfolio, **VitalBlend™ Oat 2540** – a cold-water soluble oat-based creamer unveiling for the first time at **IFT First** in Chicago from **July 15-17, 2024** (Booth 4048).



Sneak Peek: Redefining Functional Beverages and Frappes with VitalBlend Oat 2540

Across the globe, health and well-being are in the everyday choices individuals make. But as they juggle work, family, physical exercise, and social life, consumers crave convenient, high-quality solutions that fit their busy schedules. On-the-go, tasty, refreshing, functional drinks have become a hot topic in recent years, with the US market projected to grow at a CAGR of 6.90% from 2024 to 2029.^[1]

To help brands tap into consumer needs for solutions that not only quench thirst but also provide multiple health benefits, at **IFT First** we will reveal our new **VitalBlend Oat 2540**. This first-of-its-kind creamer offers outstanding cold-water solubility, a smooth texture, and a creamy mouthfeel, making it ideal for various applications. **Visitors to Booth 4048 are invited to sample delicious frappuccino concepts set to become consumer favorites.**



» People are leading increasingly busy lives while also taking a more proactive approach to their health, driving demand for convenient and nutritious products. But creating foods and beverages that tick all the boxes is easier said than done. With our expertise and cutting-edge technology, we support our customers every step of the way – from ideation through commercialization. As a complete ingredient system supplier, we’re able to meet specific development needs with maximum flexibility, collaborating with our clients to craft tailored solutions while ensuring a reliable supply chain.

Ria Dake, Senior Business Director, Powders, and Cereals, Balchem Human Nutrition and Health

Elevating Everyday Nutrition

In 2023, **protein stood out as the most sought-after nutrient** among US consumers, with around 67% of them prioritizing its intake.^[2] However, with 33% of global users being concerned about the texture of high-protein snacks,^[3] mastering the art of taste and mouthfeel is key.

- We aim to address this concern with **Z-Crisps®**, extruded collagen crisps developed to elevate the formulation of multifunctional high-protein bars by combining the textural benefit of crispiness with added skin health benefits.
- We will also present **MeatShure®**, encapsulated acids and salt that increase production capacity and minimize protein extraction.
- For brands seeking new co-development opportunities, our team will be on hand to discuss how to incorporate protein into beverages using **INJoy™ Beverage Systems**, designed to help manufacturers overcome formulation challenges, improve taste, mouthfeel, and more.

Live Demonstration

Attendees at the show can learn more about our expertise in formulating next-generation beverage solutions during the talk **“Enhancing Solubility: Innovative Cold-Water Solutions for Product Development”** hosted by Angela Yin [Account Manager – Balchem Human Nutrition and Health], and Tammy Thompson [Associate Scientist – Balchem Human Nutrition and Health] on Monday, Jul. 15, 11-11:15 a.m. at the **Exhibit Hall – Taste of Science (Booth 5212)**. Our experts will demonstrate the unique performance of our company’s portfolio, navigating factors crucial for enhancing solubility across various applications.

Request a Meeting Today

Click below for more information about our new cold water-soluble oat-based creamer or to request a meeting with the team at IFT First.



References

- [1] Mordor Intelligence (2024), North America functional beverage market size & share analysis – growth trends & forecasts (2024 – 2029). Available at: <https://www.mordorintelligence.com/industry-reports/north-america-functional-beverage-market>
- [2] Statista (2023), Nutrients consumers try to consume in the United States in 2023. Available at: <https://www.statista.com/statistics/1378980/nutrients-consumers-try-to-consume-us/>
- [3] FMCG Gurus, ‘Consumer Perspectives on Protein Consumption,’ 2022





We are thrilled to announce that Joey Mantia, an esteemed Olympic speed skater, has joined Balchem as the first brand ambassador for VitaCholine.

Joey's dedication to excellence, peak performance, and overall wellness aligns perfectly with VitaCholine's commitment to supporting cognitive function and health. As an accomplished athlete who understands the importance of nutrition, Joey will help us highlight the benefits of VitaCholine in maintaining a healthy lifestyle. We're excited to welcome Joey to the Balchem family and look forward to the incredible journey ahead!

Don't miss out! Subscribe to Joey's [YouTube](#) and [Instagram](#) channels for the latest updates and exclusive content!

Balchem Welcomes Olympic Speed Skater **Joey Mantia** as the **First VitaCholine®** **Brand Ambassador!**





Sustainable Success at Vitafoods Europe 2024: **Balchem Earns Gold Rating** for Eco-Friendly Booth

We're delighted to share positive news from our recent participation in Vitafoods Europe 2024!

Our exhibition booth was a resounding success, not just for brand awareness and lead generation, but also in upholding our commitment to sustainability.

Taking a proactive approach, we partnered with Informa, the organizers of Vitafoods, and their "Better Stands" program. This industry-wide initiative promotes the use of reusable systems for building exhibition booths, significantly reducing waste generation at trade shows.

We're proud to announce that **our efforts earned us a Gold rating, the program's highest recognition.** This achievement is a testament to the dedication of our team and our company's commitment to innovation and sustainability across all facets of our business operations.

This successful collaboration demonstrates that achieving **business goals and environmental responsibility can go hand in hand.** We look forward to continuing to push the boundaries of sustainable practices within the industry.



Summer Cookout Essentials:

MeatShure[®], INhance[™],
and BakeShure[®]



Summer is here! Which means it's time to fire up the grill and enjoy delicious burgers and hot dogs.

Whether you're enjoying a traditional burger or plant-based alternatives, you may also be enjoying our **MeatShure** encapsulated technology or our **INhance Inclusions**.

Our line of MeatShure encapsulated salts is designed to enhance the flavor of burgers, without the adverse effects salt has on meat texture. Likewise, our INhance Inclusions are used to add visual and flavor to burgers, hotdogs, and plant-based alternatives.

A burger is nothing without the bun, and our **BakeShure** technology is there to ensure your buns and rolls are fresh and ready to be eaten for every occasion. So, next time you're together with friends enjoying a cookout, we'll be right there with you!

Meat**Shure**[®]

IN**hance**[™]
inclusions

Bake**Shure**[®]



Stay Ahead of the Curve: **The 13th Nordic Nutrition Conference** Offers Insights on Nutrition Research and Sustainability

The 13th Nordic Nutrition Conference (NNC 2024) took place in Bergen, Norway, from June 17th to 19th, 2024. This prestigious event, co-hosted by the Norwegian Nutrition Society, the Institute of Marine Research, and the University of Bergen, offered a unique opportunity to gain valuable insights into the latest advancements in nutrition research and explore its practical applications.

NNC 2024 boasted a comprehensive program encompassing a wide range of topics relevant to the industry. From the impact of nutrition on health and disease across the lifespan to exploring sustainable dietary practices, the conference delved into critical areas like public health nutrition, nutrition policies, and cutting-edge food science research.

This focus on a holistic view of nutrition ensured that the conference catered to a broad spectrum of professionals – from researchers and scientists to public health officials and food industry leaders.

Highlighting Key Areas:

Micronutrients and Health:

A dedicated session on Tuesday, June 18th, focused on "Micronutrients in foods and associations with health." This session, chaired by a Balchem Science Manager, Lena Leder, explored the latest research on Vitamin D, K2, and iodine status in various populations and their connection to overall health.

Addressing Deficiencies:

Attendees gained valuable insights on Wednesday, June 19th, from a keynote session by Maria Andersson of ETH Zurich, Switzerland. The session addressed the critical issue of preventing iodine and iron deficiency in Europe, offering valuable strategies for tackling this prevalent public health concern.

Balchem's Commitment to Innovation:

Balchem is proud to be a Silver Sponsor of NNC 2024. We are committed to fostering collaboration and progress within the nutrition science field. This sponsorship reflects our dedication to supporting innovative research that contributes to a healthier future.

For more information visit the official conference website: [13th Nordic Nutrition Congress](#)



Stay informed and stay ahead with the latest developments in the world of nutrition!





From Mintel: A Look to the Future for Vitamins, Minerals and Supplements (VMS)

The Market Now

- **The gut microbiome remains at the core of holistic and preventative health**
- **The market for mental wellness is expanding**
 - Ongoing mental health issues have fueled growth of products to address stress, enhance brain functions, and improve sleep quality
 - Nootropics and adaptogens are seeing great innovation and scientific backing
- **Building trust via safety and transparency**
 - Clean label and substantiation of claims via clinical trials can significantly boost consumer trust and market credibility

For the Next Two Years

- **The consumer desire for natural weight-loss products will create a market for VMS brands to offer affordable, natural options that align with holistic health trends.**
- **Modernize VMS for today and tomorrow's generation**
 - Consumers seek health and nutritional solutions that fit their busy lives. Companies can stay relevant and dynamic in consumers' daily lives by promoting convenience, easy nutrition, and appealing taste.
- **Empower future seniors**
 - Quality of life is more important than lifespan. This appeals to Gen X and older Millennials, who value health into their later years and seek VMS solutions that meet functional and age-related need

Source: [The Future of Vitamins, Minerals and Supplements: 2024](#)

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

- 15—17 JULY 2024** **IFT First**
Booth 4048, Chicago, IL
- 28—01 JULY/AUG 2024** **NBJ**
Sponsorship, Anaheim, Ca
- 30—31 JULY 2024** **Carolina Meat Conference**
Boone, NC
- 11—16 AUG 2024** **FASEB 1 Carbon Metabolism**
Niagara Falls, NY
- 06—08 AUG 2024** **Fi:South America**
Booth F-72, Sao Paulo, Brazil

Schedule a meeting with us, here:



Webinar

- 18 JULY 2024** **Innovation in Folate Nutrition:** How Optifolin+™ Supports Prenatal, Brain, and Heart Health

Register here:

