

# The Balchem Beat

Issue 30  
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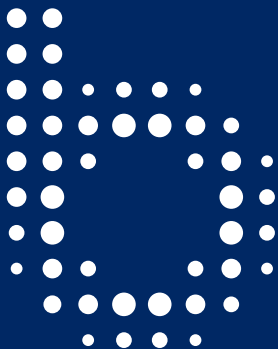
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# Editor's Note

Dear Balchem Community,

We're excited to share some fantastic news with you! Balchem has partnered with the FC Bayern Munich Women's soccer team, featuring our vitamin K2 brand, K2VITAL™. This collaboration aims to highlight the benefits of vitamin K2 for health and performance through engaging campaigns and educational content. It's a significant milestone for us, and we're thrilled about the opportunities it brings.

We've also created a hype video to celebrate our partnership with the FC Bayern Munich Women's Team. The video captures the passion and dedication of the players and emphasizes the importance of vitamin K2 for strong bones and a healthy heart. We think you'll really enjoy it!

In other news, we've been exploring the 2025 Consumer Trends for Frozen Dessert and Bakery. Consumers are increasingly looking for unique flavors and textures, and our INjoy™ Flavor Systems and INhance™ Variegates are designed to meet these demands. It's all about making your products stand out and cater to evolving consumer preferences.

We recently participated in the Sports & Active Nutrition Summit 2025, where we discussed how K2VITAL supports bone and cardiovascular health, particularly for active women. We're proud to announce that our Path Forward Formulator won the "Start-up Star" award at the event. Balchem continues to lead in sports nutrition with insights on AI, ingredient innovation, and social media strategy.

Lastly, the global supplement industry is projected to surpass \$231 billion by 2027, driven by rising consumer demand for health and wellness products. There's also a significant shift towards healthier product claims in the soft drink industry, such as low/no/reduced calorie and sugar-free options. It's an exciting time for innovation and meeting new consumer demands.

We hope you find this update as exciting as we do. Let's catch up soon!

**Warm regards,  
Balchem Beat Editorial Team**





**K2VITAL™**



**WOMEN**

Official Partner of FC Bayern Women



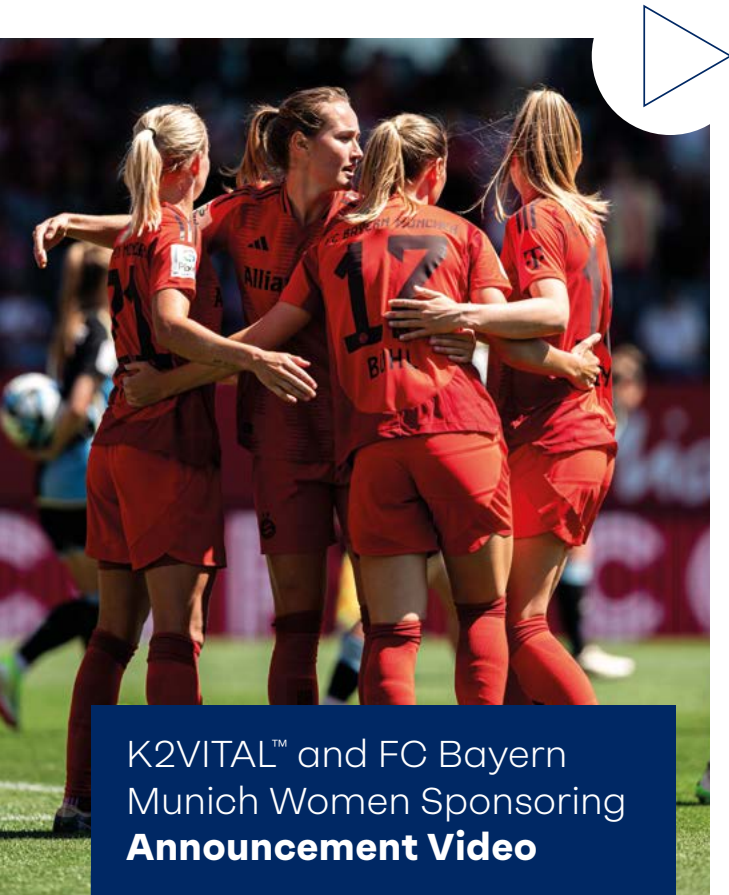
**Balchem, a leading global manufacturer of specialty ingredients for human nutrition and health, has signed a multi-year partnership between K2VITAL, its patented vitamin K2 brand, and the FC Bayern Munich Women's soccer team.** This makes K2VITAL an official partner – and the only bioscience partner – for FC Bayern Women, marking a key milestone in Balchem's longer-term strategy to bridge the gap between B2B and B2C markets. Together, both parties aim to raise awareness of the benefits of vitamin K2 for health and performance with collaborative campaigns, including dynamic in-game branding and educational content shared both on and off the field.

# **Build Your Inner Strength:** Balchem and FC Bayern Women Forge Multi-Year Partnership with K2VITAL™



» FC Bayern stands for quality, and so does our partnership with Balchem. As a pioneer in the health sector, Balchem aligns perfectly with our club's dedication to always lead the way by supporting innovation and excellence. Together, we wish to further raise people's awareness of the importance of a healthier lifestyle.

**Michael Diederich**, Executive vice chairman FC Bayern



## K2VITAL™ and FC Bayern Munich Women Sponsoring Announcement Video

We are honored to partner with the FC Bayern Munich Women's Team! What's better than a hype video to get us ready for the season?! This partnership is where performance, quality, and health come together. Many of us don't get enough vitamin K2, but it is essential for strong bones and a healthy heart, whether you're going for a championship-winning goal or trying to better your health. Just like the FC Bayern players, K2Vital stands for passion, dedication, and excellence.

Check out the video and feel the energy!



"I am proud to announce our partnership with FC Bayern Women, one of the most iconic and successful women's soccer teams in the world. This collaboration perfectly aligns with our K2VITAL brand promise 'To Build Inner Strength' and our vision to make the world a healthier place. Women's soccer is the fastest-growing sport globally, with a growing, passionate, and engaged fan base that offers a unique opportunity to connect," comments **Dominik Mattern, VP Science, Business Development and Marketing, Balchem Human Nutrition and Health**. "By leveraging FC Bayern Women's strong social media reach and multichannel presence, this partnership will elevate our brand visibility, educate consumers, and inspire healthier lifestyles, while also delivering exceptional value to our B2C co-branding partners. Together, we are championing well-being, diversity, and empowerment on a global scale."

## Build Your Inner Strength

Women's sports are finally having their moment, with increasing interest from fans and broadcasters. For FC Bayern Women this is a particularly exciting time, with the team now featuring significantly more often on national free-to-air broadcasts. This has resulted in strong growth for the cumulative live TV audience of their Bundesliga matches, reaching an impressive 9.18 million viewers last season, up from 2.96 million in 2021/22. By partnering with the team, Balchem aims to raise awareness of K2VITAL – a patented, typically 99.7% all-trans vitamin K2 MK-7 – and to spotlight the role vitamin K2 can play in supporting strong bones<sup>1</sup> and healthy hearts<sup>2</sup>.

**Bianca Rech, Director of Women's Football at FC Bayern** states, "We are thrilled to collaborate with Balchem in elevating vitamin K2's visibility. Our players serve as excellent ambassadors for K2VITAL, particularly given its significant impact on women's health. Plus, Balchem's motto 'Build Your Inner Strength' resonates deeply with our team – it's a reminder that only those with inner strength can reach their greatest aspirations."

For more information about Balchem and its brand K2VITAL, click here







# TrenDish™ Frozen Dessert and Bakery

Let's capture consumer interest through insights and trends. We've launched our review of the 2025 Consumer Trends for Frozen Dessert and Bakery.

People are continuing to look for ways to connect, show individuality, and have positive mindsets. When applied to food choices, consumers express these trends through convenience, new consumption occasions, and exciting flavors & textures.

Our **INjoy™ Flavor Systems** can present unique yet familiar flavors to ice cream bases. Then enhance your frozen treats with **INhance™ Variegates**. Add various textures like a crunchy, creamy, or velvety mouthfeel.

Our **INhance™ Inclusions** present unique flavors to bakery concepts. This easy drop-in technology can provide quick color and flavor changes to cookies and breads.

Want some flavor inspirations? Contact your account manager to schedule a meeting.

Learn more about TrenDish



## TrenDish™ Ice Cream Concepts

Experience the latest food insights for frozen dessert



### Chocolate Malt

Malt chocolate with notes of malt, fluffy cream, and cherry on top

**Balchem Specific Ingredients:**  
**INJY-001-01** - Chocolate Malt Flavor Base  
**INJY-001-02** - White Whipped Cream Syrup  
**INJY-001-03** - Cherry Flavored Liquid Whip



### Tropical Paradise

Soft-serve frozen flavor with bursts of pineapple, peach, mango, and cream cheese

**Balchem Specific Ingredients:**  
**INJY-001-04** - Tropical Flavor Base  
**INJY-001-05** - Peach Flavored Syrup  
**INJY-001-06** - Cream Cheese Variagate



### Cherry Limeade

A refreshing cherry limeade flavor with a velvety mouthfeel

**Balchem Specific Ingredients:**  
**INJY-001-07** - Cherry Limeade Flavor Base  
**INJY-001-08** - Lime Flavored Syrup  
**INJY-001-09** - Lemon Flavored Topping Variagate



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## TrenDish™ Variegates

Impact flavor through textures!



### 549211 Ganache

Decadent rich chocolate flavor with a velvety mouthfeel

**INJY-002-01** - Ganache Variagate



### 412640 Coconut Pecan Frosting

Creamy sweet paste with coconut and pecan pieces

**INJY-002-02** - Coconut Pecan Frosting Variagate



### 412730 Cinnamon Churro

Soft, chewy frozen treat with notes of cinnamon and vanilla sugar

**INJY-002-03** - Cinnamon Churro Variagate



### 412375 Pink Icing Sprinkle

Pink frosting flavor with multi-colored sprinkles and extra sweetness

**INJY-002-04** - Pink Icing Sprinkle Variagate



### 41110 Corn Flakes

Textured crunchy cereal notes with hints of corn sweetness

**INJY-002-05** - Corn Flakes Variagate



### 412708 Lemon Flavored Popping

Refreshing sweet citrus notes with popping sensation

**INJY-002-06** - Lemon Flavored Popping Variagate



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## TrenDish™ Bakery Concepts

Experience the latest food insights for bakery



### Peach Margarita Cookie

Sweet and zesty, tangy for the tropical taste and hints of vanilla sugar

**Balchem Specific Ingredients:**  
**INJY-003-01** - Peach Margarita Cookie Variagate



### Sriracha Ranch Flatbread

Savory, tangy, and cool and creamy ranch flavor

**Balchem Specific Ingredients:**  
**INJY-003-02** - Sriracha Ranch Flatbread Variagate



### Maple Cardamom Scone

Buttery, flakey scone with warm vanilla notes and cardamom spice

**Balchem Specific Ingredients:**  
**INJY-003-03** - Maple Cardamom Scone Variagate



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# Balchem's GLP-1 Solutions: Supporting Effective Weight Management and Health

GLP-1 (glucagon-like peptide-1) is a naturally occurring hormone that plays a key role in regulating blood sugar levels, insulin secretion, and appetite. Foods and beverages can trigger the body's natural GLP-1 response, and it is established that one can support a healthy body composition and lean body mass with high-protein foods. Additionally, high-fiber and fermented foods support digestive health and are important components of a weight management lifestyle.

## Benefits of an Effective Weight Management Protocol:

- Blood Sugar Control: GLP-1 boosts insulin release, reduces glucagon release, and stabilizes blood sugar.
- Appetite Regulation: GLP-1 slows gastric emptying and reduces appetite.

## All-in-One Solutions

Balchem offers multiple ingredients and expertise to deliver multi-dimensional GLP-1 solutions across various product categories, including fiber-rich and protein-rich options. As your trusted ingredient supplier and partner, Balchem provides GLP-1 solutions for savory, beverage, sports & nutrition mixes, sweets, snacks, and better-for-you products.

Balchem has GLP-1-friendly ingredients to accelerate your product development needs in this important, game-changing marketplace. Some of these products include essential protein and fiber to support a healthy weight management lifestyle.

Balchem is also excited to announce the launch of a groundbreaking GLP-1 support beverage prototype. Designed to cater to the specific needs of consumers using GLP-1 anti-obesity medications (AOMs), this beverage offers a convenient and effective way to get essential nutrients and health benefits.

**To learn more about our GLP-1 support beverage prototype and request a sample, please contact our team. Let's work together to create products that meet the evolving needs of today's consumers.**



# >1/4

of US consumers say they use GLP-1-based weight loss medication or intend to do so

Are you currently using Ozempic/Wegovy/GLP1-based weight loss medication?



Source: Mintel Webinar, Weight loss Drugs and the Future of Food and Drink, 2024



From left, Rick Harnish, Lauren Eisen, Lindsay Cole, and Jonathan Greenwald



Lauren Eisen, Senior Marketing and Business Development Manager, presenting at the event.

# Balchem at the Sports & Active Nutrition Summit 2025: **Innovation & Industry Leadership**

Balchem was proud to be a key participant at the sold-out Sports & Active Nutrition Summit 2025, where industry leaders explored emerging trends in sports nutrition.

A major focus was women's health, particularly the need for greater female representation in human clinical trials (HCTs) to drive better nutritional solutions. We highlighted how K2VITAL™ supports bone and cardiovascular health, a crucial factor for active women.

## **Path Forward Formulator Wins 'Start-up Star'**

We're excited that Path Forward Formulator, a next-gen supplement formulation software that exclusively promotes K2VITAL™, won "Start-up Star" at the event!

Learn more



## **Industry Insights: Amazon, NSF & Pattern on Compliance**

Regulatory discussions featured Amazon, NSF & Pattern, focusing on Amazon's Sports Nutrition TIC Program. Amazon announced that joint health products now require quality testing to confirm the absence of undeclared pharmaceutical ingredients, a potential quality win for OptiMSM®.

## **Looking Ahead**

With insights on AI, ingredient innovations, and our social media strategy, plus our new FC Bayern sponsorship, Balchem remains a leader in sports nutrition. We look forward to continuing to innovate and drive meaningful impacts in the sports & active nutrition industry.

Click here to learn more



# From Concept to Consumer:

## Balchem and Brenntag Takes Center Stage in Saigon

Can you imagine how well Balchem HNH ingredients can go into functional food & beverages? **Chai-Yen Kao, Sales Director APAC**, and **Oliver Riemann, Sr. Manager BD for Albion**, showcased Balchem ingredients at the Vietnam Food & Nutrition Expo held by our distributor Brenntag.

In collaboration with Brenntag's application specialists, we highlighted transforming Albion® Minerals, K2VITAL™, VitaCholine®, and OptiMSM® into delicious, healthy beverage solutions. Attendees enjoyed refreshments like magnesium bisglycinate-fortified kombucha or VitaCholine + K2VITAL enriched high protein milk.

In the afternoon Oliver Riemann captivated over 400 attendees with his presentation, talking about benefits of chelated minerals and how to tailor food fortification with Ferrochel® to prevent iron deficiency in plant-rich diets.

An exclusive innovation day at Vinamilk, Vietnam's largest dairy producer, crowned our time in Saigon. The expo was a remarkable opportunity to support our local distributor, create visibility for Balchem, and discuss the benefits of chelated minerals with the Vietnamese food industry. Together with our partners, we are paving the way for a healthier tomorrow.

Connect with us



Science  
Update

## Vitamin K Study

A recent study from researchers in Copenhagen, Denmark, explored the relationship between vitamin K status and various health factors in adults. The study involved 4,092 individuals aged 24-77 years and used plasma dp-ucMGP levels to assess vitamin K status.

For more information, please [click here](#)







# The Future of the Global Supplement Industry and Soft Drink Product Claims



## Global Supplement Industry Growth

The global supplement industry is projected to surpass \$231 billion by 2027, with annual growth increasing from 5.5% in 2024 to 6.1% in 2027. This highlights significant opportunities driven by rising consumer demand for health and wellness products.

### Key Insights

- **Projected Sales:** Over \$231 billion by 2027
- **Annual Growth Rate:** Increasing from 5.5% in 2024 to 6.1% in 2027

Potential partnerships between concentrate manufacturers and vitamins and dietary supplement companies could result in innovative products that cater to diverse consumption occasions and need states. Additionally, concentrates could serve as a complement to other categories, such as bottled water and carbonates, or even stand on their own as package-free options, leveraging the popularity of refillable bottles.

## Soft Drink Product Claims: A Global Perspective

The soft drink industry is shifting towards healthier product claims, focusing on reducing sugar and calorie content to meet consumer demand for health-conscious beverages.

### Top Product Claims Driving the Market:

- **Low/No/Reduced Calorie:** Growing at 8.8%
- **Sugar-Free:** Growing at 17.3%
- **No Added Sugar:** Growing at 3.8%
- **Organic:** Slight decline but remains key
- **Vegan:** Growing at 4.7%

## Emerging Trends

**Convenience and Ethical Packaging:** Ethical packaging is growing at 3.6%, while convenience packaging shows a slight decline.

**Health-Focused Claims:** "Immune health" and "energy/alertness" are gaining traction, with growth rates of 13.9% and 10.5% respectively.

## Conclusion

The supplement and soft drink industries are poised for significant growth, driven by consumer preferences for health and wellness. Businesses should innovate and align their products with demands for healthier, ethically packaged, and convenient options.

Source: Innova Market Insights

↑ 17.5 %

Top Product Claim Growth Driving the Market: **Sugar-Free**



## Events — See You There

01—02  
**APRIL 2025**

**IDFA - The Ice Cream & Cultured Innovation Conference**  
Ft. Lauderdale, FL

08  
**APRIL 2025**

**ILSI**  
Washington DC

08—09  
**APRIL 2025**

**SupplySide Connect**  
Secaucus, NJ, Booth 325

09—11  
**APRIL 2025**

**Biscuit People**  
Milan, Italy

03—08  
**MAY 2025**

**IFFA**  
Frankfurt am Main, Germany

14—15  
**MAY 2025**

**TIA, USA**  
Temecula, CA

14—17  
**MAY 2025**

**ESPGHAN**  
Helsinki, Finland

16  
**MAY 2025**

**CMA Innovation Day**  
Sydney, Australia

16—18  
**MAY 2025**

**ACOG Annual Clinical & Scientific Meeting**  
Minneapolis, MN

18—22  
**MAY 2025**

**IBA - Baking**  
Düsseldorf, Germany Booth15.G16

**Schedule a meeting with us, here:**



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