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Advancing Food & Health Through Sound Science

 IFT13  
ANNUAL MEETING + FOOD EXPO

## THE PREMIER FOOD SCIENCE EVENT

new research on carbohydrates  
censoring nutrition science  
booming bakery categories  
scientific program & food expo exhibitors



  
IFT  
feeding the minds  
that feed the world



by Linda Milo Ohr

## Wellness Will Turn Up the Heat in Chicago

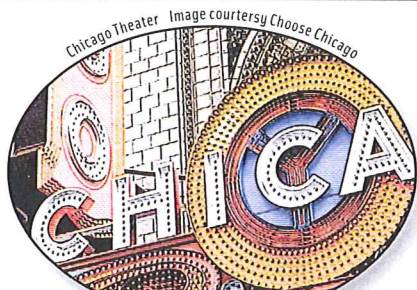
July in Chicago: Hot temperatures and even hotter trends at the IFT Annual Meeting & Food Expo®. Innovation in health and wellness products and research shows no sign of slowing down. This will be evident not only in the technical sessions, but also on the expo hall floor.

The Scientific Program offers many symposia to choose from, addressing some of today's growing consumer demands and prominent health concerns. Glucose management, which is associated with diabetes, weight management, and other metabolic syndrome conditions, will be addressed in the symposium "Carbohydrate Digestion: Glucose Management and Related Physiology Responses" (July 15, 8:30 a.m. to 10 a.m.). Cognitive health, which is a concern for both the young and elderly, will be highlighted in the symposium "Diet, Mental Energy and Mental Well-being: A Landscape Overview of the Science and Consumer Perceptions" (July 15, 1:30 p.m. to 3 p.m.). Sports

nutrition, which encompasses the hardcore athletes as well as weekend warriors, will be discussed in "Nutraceuticals and Functional Foods in Exercise, Muscle Building & Sports Nutrition" (July 16, 8:30 a.m. to 10 a.m.).

Moving to the IFT Food Expo, unique prototypes addressing children's nutrition, lean muscle building, and weight management will be available for sampling and idea-sparking. Healthful ingredient suppliers will have experts on hand to discuss formulation issues, questions, and more. A sampling of what attendees can expect in Chicago follows.

And in the name of keeping up with trends and technologies, be sure to download the mobile event app. This allows you to access floor plans as well as exhibitor and session information. Everything is right at your fingertips to ensure a successful IFT Annual Meeting & Food Expo experience.



### POTPOURRI OF POWERFUL PROTOTYPES

One of the advantages of walking the Food Expo floor is seeing and tasting various healthful ingredients in innovative applications. Examples of this year's planned prototypes show that ingredient suppliers are high on creativity.

#### Focus on functionality, advanced nutrition, and specialty ingredients

A variety of great-tasting prototypes will highlight Glanbia Nutritional's ongoing innovation and continuously growing range of food and beverage

ingredients. Visitors will be able to sample a *Fruit Smoothie* highlighting *Chromax*® and *VitaCholine*™ ingredients, which may help increase cognitive function. The smoothie also features *BevGrad*® *XtraThick* flaxseed specifically designed to enhance the body of a beverage while delivering omega-3s and other nutrition benefits to beverage applications. Further highlighting its beverage formulation expertise, Glanbia Nutritional will also showcase *Natural Energy Shots* fortified with energy-boosting *PepForm*® *Fatigue Fighter* peptides. The inclusion of *BevGrad*® *Chia* provides a further natural form of energy, while *CarniPure*™ supports sustained energy. Both of the beverages can be manufactured at Glanbia's recent acquisition, Aseptic Solutions USA.

Bakery ingredient solutions will be featured in delicious and playful cake pops. The cake pops will feature *GanedenBC30*®, a bake-stable probiotic aimed at improving digestive health and immunity. They will also feature *OptiSol*® 3000, a newly introduced stable cost management egg replacer for



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Image composite by Leslie Pappas



## Wellness Will Turn Up the Heat in Chicago continued...

bakery products. Plus, for additional protein fortification, the cake pops will be coated with a high protein coating. Visitors looking for a new and convenient way to consume protein can sample *Protein Bites*. The bites are made with a high-protein coating and a center fortified with *Setria*<sup>®</sup>, which aims to protect against toxins and oxidative stress. Continuing the healthy indulgence theme, Glanbia Nutritionals is also presenting gluten-free, high-omega-3 peanut butter and jelly flax sandwiches to showcase the omega-3 benefits of its fine-milled flaxseed in bread, the powerful antioxidant *pTeroPure*<sup>®</sup> for overall health in the fruit spread, and *BevGrad* flaxseed in the peanut butter. *Glanbia Nutritionals*, [www.glanbianutritionals.com](http://www.glanbianutritionals.com), Booth 1029

### Applications showcase diversity of ingredients

Two very different product applications will showcase the diversity of products in which BI Nutraceuticals' ingredients can be incorporated. For *Carrot Juice with Ginger and Green Tea*, BI added an exciting twist to the traditional taste of carrot juice by incorporating its ginger root powder. Not only did the company add a little flavor to this healthy beverage, but it also added 50 mg of polyphenols per serving (8 fl oz) by incorporating its *Green Tea Extract*, making this healthy beverage even healthier. BI incorporated psyllium fiber (*Psyberloid*) to *Spicy Gazpacho with Psyberloid*<sup>™</sup>, doubling the fiber content to 3 g per serving. And just like the carrot juice, BI added its own flavor to this tomato-based cold soup utilizing its blending capabilities with a pre-mix of its *Capsicum Fruit Powder*, *Garlic Granular*, and *Parsley Leaves Powder*.

BI Nutraceuticals is a full-service, SQF certified supplier of more than 200 natural GRAS ingredients for use in functional foods and beverages. BI has developed a comprehensive database of its GRAS ingredients and has segmented them into 12 condition-specific, functional platforms, allowing food and beverage manufacturers to quickly and easily locate specific ingredients appropriate for new product development. *BI Nutraceuticals*, [www.binutraceuticals.com](http://www.binutraceuticals.com), Booth 1056

### Three products feature immune health ingredient

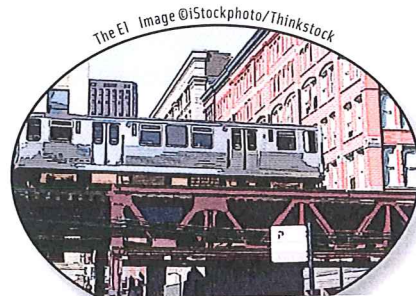
Biothera will sample three products containing *Wellmune WGP*<sup>®</sup>. *Pro Defensis/Drinkable Yogurt* from Grupo Gloria marries the clinically proven systemic immune health benefits of *Wellmune WGP* with the gut health benefits of probiotics. It is the first ever yogurt to combine these clinically proven benefits. Each bottle delivers 100 mg of *Wellmune*. The recommended daily serving is 2.5 mg/kilo of body weight. *Kidz Probiotic Freezer Pops* is a new product from Sun Kids USA of Anaheim, Calif. The pops, which come in eight assorted natural and artificial flavors, provide mothers and kids with a healthy snack that contains prebiotics and *Wellmune WGP*. *Xan Confections' CocoWell* dark chocolate truffles enhanced with *Wellmune WGP* are marketed as "chocolates with benefits." They are designed for people who believe that a balanced universe includes chocolate and who are seeking health, wellness, and vitality, the company says. Each truffle contains 250 mg of *Wellmune WGP*.

*Wellmune WGP* is a proprietary baker's yeast beta 1,3/1,6 glucan that is clinically proven to prime key immune cells that keep the body healthy. This natural food, beverage, and supplement ingredient has regulatory approval around the world, including GRAS status in the United States and novel foods approval in Europe and China. *Biothera, the Immune Health Company*, [www.wellmune.com](http://www.wellmune.com), Booth 1333

### Omega-3 fish oil shows wide applicability

Sample a variety of items formulated with *OmegaPure*<sup>®</sup>, including oatmeal walnut raisin cookies, organic milk, and a unique advanced hydration beverage. All of these offerings deliver functionally effective levels of EFAs void of any fishy flavors or odors. *OmegaPure* has successfully been incorporated into a variety of foods and beverages ranging from nutrition bars to baked goods, beverages, dairy, desserts, sauces, and dips. *OmegaPure* is a highly refined, long-chain omega-3 fish oil prepared with custom antioxidant blends and specifically formulated for food and

beverage applications. *Cyvex Nutrition Inc.*, [www.cyvex.com](http://www.cyvex.com), Booth 1412



## ENERGY

*Energy-promoting ingredients have extended beyond caffeine. Attendees can learn about ingredients that help promote sustained energy, not only for athletes and sports nutrition products, but also energy-maintaining foods and beverages for the everyday consumer.*

### Smart energy management

Visitors will be treated to a sampling of products that help sustain smart energy management, including a fiber protein drink made with *Craft*<sup>®</sup> *Synergy1* and a low-glycemic product made with *Palatinose*<sup>™</sup>. *BENEO* offers fiber, sweetening, and texturizing ingredients derived from chicory roots, beet sugar, rice, and wheat. *BENEO* is the ideal partner to help improve a product in its nutritional and technological characteristics. Key nutritional benefits include "less fat," "less sugar," "less calories," "added fiber," "gluten-free," and dairy alternatives as well as energy management, digestive, bone, and dental health. Through a unique chain of expertise, including the *BENEO-Institute* that provides decisive insights into nutrition science and

Photo courtesy of Bioenergy Life Science Inc.





## Wellness Will Turn Up the Heat in Chicago continued...

legislation, and the BENE0-Technology Center that consults in application technology, BENE0 actively supports customers in the development of more balanced and healthy food products. *BENE0, www.BENE0.com, Booth 4353*

### Powerful energy ingredient

*Bioenergy Ribose* can be added to functional foods to improve the nutritional profile and benefit claims of food, beverages, sports nutrition products, and other nutritional supplements. New product prototypes made with *Bioenergy Ribose* available for sampling will be *Oatmeal Chocolate Chip Cookies, Chewy Granola Bars, Protein Balls with Whey Crisps (Dark Chocolate and Greek Yogurt Cranberry Cinnamon), Fruit Snack Energy Chews, and Energy Drink*. Bioenergy Ribose Brand Ambassadors (specifically Greg and Laura Bennett and/or possibly the company's new Winter Olympic athlete) will be in the booth at selected times. Greg and Laura Bennett are world-class Olympic triathletes.

*Bioenergy Ribose* is a five-carbon monosaccharide, and, unlike most sugars, which fuel energy recycling, *Bioenergy Ribose* drives energy maintenance and recovery by making energy compounds and keeping them in muscle cells. It has a negative glycemic index and does not raise blood sugar levels. *Bioenergy Life Science Inc., www.bioenergyribose.com, Booth 4440*

*gives formulators many tools to create protein-rich foods and beverages.*

### Highlighting dairy protein functions

With an emphasis on breakfast and snacking, prototypes will focus on protein throughout the day. More evenly spaced-out, higher-quality protein diets may help achieve optimum nutritional benefits including weight management and healthy aging. Prototypes to be highlighted include a chilled yogurt espresso, vegetable dumplings, a mint "protini" mixer, and soft pretzels.

The U.S. Dairy Export Council® (USDEC) will highlight ways that U.S. dairy ingredients can deliver innovative solutions. USDEC will provide valuable insights to help formulators develop products that meet consumer needs as they relate to weight management, healthy aging, sodium reduction, and simple ingredient labels. Visitors will discover how, through dairy producer checkoff-funded activities and affiliated organizations, USDEC connects industry with valuable resources from the Innovation Center for U.S. Dairy®, Dairy Research Institute®, Dairy Management Inc.™, and National Dairy Council®, which provide expertise in dairy nutrition and product and application research. *U.S. Dairy Export Council, www.InnovateWithDairy.com, www.usdec.org, Booth 1565*

### New rice bran protein offers high digestibility

*Proryza™ P-35 and Proryza™ PF-20/50* are natural and ecologically sustainable plant protein ingredients with a balanced composition of premium proteins, complex carbohydrates, and heart-healthy oils. They are minimally processed, great-tasting dispersible hypoallergenic proteins with high digestibility and a balanced amino acid profile. RiceBran Technologies (RBT) processes and sells unique rice-derived ingredients, stabilized rice bran, and germ. Stabilized rice bran offers a unique source of premium protein, complex carbohydrates, and soluble and insoluble dietary fiber. RBT's proprietary and patented intellectual property allows rice bran, an underutilized but highly sustainable and hypoallergenic food source, to be sold as a safe, highly nutritious functional

ingredient that delivers macro and micro nutrients, vitamins, minerals, and phytochemicals to a plethora of finished product applications. *RiceBran Technologies, www.ricebrantech.com, Booth 3336*

### Pea protein shines in beverages

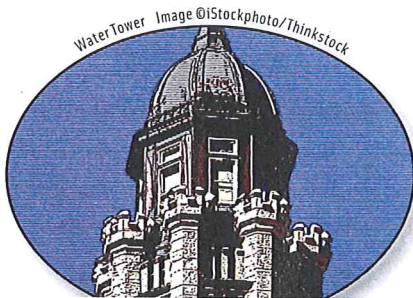
*Peazazz™* pea protein is unlike any other pea protein ingredient on the market today. It is 100% soluble, transparent, and heat stable in low-pH beverage systems. It has a uniquely clean taste and is well-suited for a variety of foods and beverages including low-pH fruit juices and juice blends, sport nutrition drinks, powdered beverages, fortified waters, bars, baked goods, dairy alternative products, and vegetarian and vegan foods. *Peazazz* pea protein is hypoallergenic and from a non-GMO source. Stop by to taste the clear innovation in pea protein. *Burcon NutraScience Corp., www.burcon.ca, Booth 2984*

### Variety of protein ingredient offerings

*SOLATHIN®* is a vegetarian protein isolate made solely from potatoes. It is standardized to 40% P1-2, a protease inhibitor that increases satiety signals to both the brain and GI tract. *AlfaPro™* is an alfalfa juice powder that supplies protein from a whole food source in a green grass juice powder. It is made from 100% young plants, which are harvested at their nutritional peak, and is guaranteed free of pesticides, fertilizers, and GMO alteration. *Wisconsin Whey™* protein powders are supplement-grade concentrates from milk. These concentrates contain high levels of branched-chain amino acids and natural enzymes, vitamins, antioxidants, and nutrients the body needs to build muscle, repair tissues, form blood vessels, support the immune system, and regulate metabolism. *Cyvex* provides manufacturers with an rBGH-free and gluten-free whey protein concentrate option. *Protomine™* is a lean, sustainably sourced fish protein made from a whole food source. It contains all eight essential amino acids in a hydrolysate form. *Cyvex Nutrition, Inc., www.cyvex.com, Booth 1412*

### Protein throughout the day

Davisco Foods will be focusing on the role of the essential amino acid leucine



## PROTEINS

*Protein is a sought after nutritional ingredient, not just for its satiety and weight management benefits, but also for its role in overall wellness. And the variety of protein options available (whey, soy, pea, canola, and rice)*