

# ProDiem™

## For all your daily protein needs

### What's driving the growth of the plant protein market?

As the protein market evolves, the interest in plant protein grows. The global plant protein market is projected to reach a value of more than \$14 billion by 2022.<sup>2</sup>

\$14  
billion

76%

76% of protein users say that protein is important to maintain a healthy diet.<sup>1</sup>



#### Health & Wellness



The self-accountable consumer is seeking plant protein to meet their nutrition and wellness need.

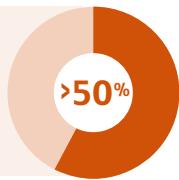
75% of protein users perceive pea protein as nutritious.<sup>1</sup>



#### Rise in Allergies



Over half of protein users report **dairy free** as the most important nutritional factor when purchasing protein products.<sup>1</sup>



#### Ethics & Sustainability

62% of protein users cite sustainability as an important factor when purchasing a protein product.<sup>1</sup>



#### Food Safety



Over half of protein users want natural ingredients in their protein product, reflecting growing consumer demand for recognizable and simpler ingredients.<sup>1</sup>

<sup>1</sup>Kerry Internal Analysis (n=1800)

<sup>2</sup>Mordor Intelligence 2017

### Formulating with plant proteins poses two major challenges:

#### 1. Taste

Finding a plant protein with acceptable taste and texture profiles, as they are often known for their poor flavor and palatability.

#### 2. Nutrition

Finding a quality plant-based protein that provides a complete amino acid profile.



# Unique to the marketplace, ProDiem™ is a plant protein solution optimized for nutrition, taste and texture.

## Taste

ProDiem™ uses a proprietary processing technique and Kerry's flavor masking technology to address the grainy texture and mask the characteristic off notes traditionally associated with plant proteins.

For bars, we have utilized our "Total Novel Texture" (TNT) technology to enhance texture and prevent bar hardening over shelf life.

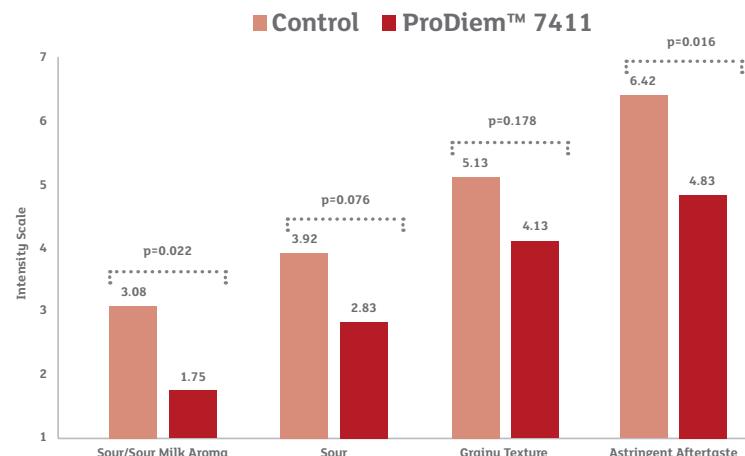
Texture analysis of bars (25% protein) under accelerated storage conditions (86°F for 24 weeks) prepared using ProDiem™ TNT were notably softer than a non-TNT plant protein control.

## Nutrition

To provide a high quality plant protein, we selected a complementary combination of plant proteins including pea, rice and oat to improve the protein digestibility-corrected amino acid score (PDCAAS), delivering a solution with a complete essential amino acid profile. Nutritional benefits of proteins include:

- Helps support weight management
- Helps build and maintain lean body mass and support muscle health
- Helps to support appetite and hunger control

**Sensory results demonstrate the improved taste and texture of ProDiem™**



## The ProDiem™ Portfolio

| Product Name  | Product Code | Labeling       |                |                  | PDCAAS | Application |
|---------------|--------------|----------------|----------------|------------------|--------|-------------|
| ProDiem™*     | 7411         | • Pea Protein  | • Rice Protein | • Natural Flavor | 1.0    | Beverages   |
| ProDiem™*     | 7412         | • Rice Protein | • Pea Protein  | • Natural Flavor | 0.76   | Beverages   |
| ProDiem™ TNT* | 7413         | • Pea Protein  | • Rice Protein | • Natural Flavor | 1.0    | Bars        |
| ProDiem™ TNT* | 7414         | • Pea Protein  | • Oat Protein  | • Natural Flavor | 0.83   | Bars        |

\*Based on *in vivo* (ProDiem™ 7411 & 7413) and *in vitro* (ProDiem™ 7412 & 7414) analysis

ProDiem™ has been developed for nutritional beverages and bars. Target markets include general wellness, performance and weight management nutrition.

Contact your Kerry Account Representative for more information | [kerry.com](http://kerry.com)

