

Look inside demand for vegetable protein

Consumers everywhere are looking for more protein in their foods and beverages, and they're embracing vegetable-based protein sources as alternatives to animal-based ones. Research reveals insights into consumer demand and how manufacturers are responding.

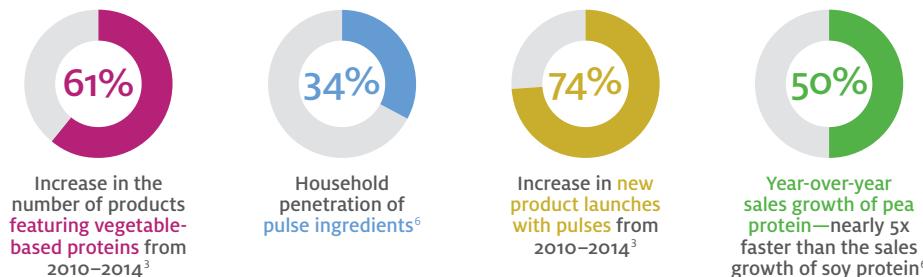
Supporting a healthy, veggie-inclusive lifestyle

The **HEALTH & NUTRITION** trend is growing strong. Consumers are increasingly moving toward flexitarian, vegetarian and vegan diets—and the protein sources that align with them.



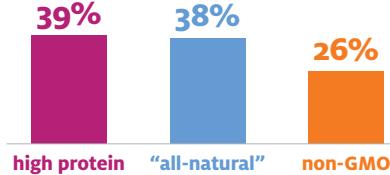
Rising to the challenge

Manufacturers are responding to demand for vegetable protein—notably, with pulses, which present a golden opportunity. What are pulses? They are the dried seeds of the legume family, including beans, chickpeas, lentils and peas.



Explore the possibilities of pulses

Pulses deliver the benefits consumers most value. Consumers say that the following benefits are important to them, with protein topping the list:⁷



Innovate with **HEALTH & NUTRITION**

Contact yourteam@ingredion.com

ingredion.us/pulses

United States: 1-866-961-6285

Your partners in pulse-based ingredients



Ingredion is the exclusive distributor of pulse ingredients manufactured by our partner **AGT Foods**, the global leader in pulse ingredient sourcing, processing and distribution. AGT has **40+ facilities in six key agricultural production regions on five continents**, including the largest pulse ingredient facility in the U.S.



VITESSENCE™ Pulse proteins and **HOMECRAFT® Pulse flours** support protein claims in a variety of applications, such as bakery (including gluten-free), snacks, breakfast cereals, pasta, dairy, energy bars, beverages and pet food.

Work with us to get taste and texture just right, and rely on our **CULINOLOGY® capabilities** to translate your goals into winning formulations. Your next success with plant protein is just around the corner.

SOURCES

1. NMI Research, Ingredion Custom Study (2015)
2. Innova Market Insights IFT Report (July 2016)
3. Innova Market Insights (January 2015)
4. Mintel IFT Report (July 2016)
5. Mintel Consumer Data Charts; Mintel Food and Drink's "The case builds for flexitarian diets;" The Vegetarian Resource Group; FAOSTAT
6. Based on sales at Kroger from April 2014–March 2015
7. Ingredion proprietary research conducted with 153 U.S. consumers (June 2015)
8. AGT company estimates. Visit agtfoods.com/fls.

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