



# Top 10 Product Development Trends for Ingredient Development 2019/20

resource: *Food Technology Magazine*, [www.ift.org](http://www.ift.org) and Innova Market Insights

## TREND

### 1. Discovery: The Adventurous Consumer

Consumers moving out of comfort zones.  
New food experiences, bolder flavors.

### 2. The Plant Kingdom

The Plant Based Market continues to grow.  
Becoming mainstream.

### 3. Alternatives to All.

As consumers pay attention to health and sustainability, they seek alternatives to wheat, dairy, animal proteins.

### 4. Green Appeal.

Food waste and sustainable packaging are increasingly more important to consumers.

### 5. Snacking: The Definitive Occasion

Snacking has become on occasion rather than an option. Healthy snacking and innovations in snack formats is an emphasis.

## TRAINA

Sun dried offers more intense flavor and a new experience. Fruit can be mixed with tunas, nut butters, salads, snacks, etc. Fruit is a healthy way to add complex flavor, fiber, nutrients even sweet without added sugar. Not enough fruit exists in most diets and people are becoming more and more aware of the nutrient value in fruit, not found elsewhere. It provides for adventure as an ingredient and is safely and easily incorporated into new foods that fruit would never have been applied to 3 years ago.

All Traina products are plant-based and consumers easily comprehend plant-based, from fruit.

Eating fruit provides health benefits—people who eat more fruits and vegetables as part of an overall healthy diet are likely to have a reduced risk of chronic diseases. Fruits provide nutrients vital for health and maintenance of your body. Traina ingredients are also sustainably grown and made.

The production of sun dried fruit is one of the finest examples of minimal to zero waste food production.

Sun dried fruit ingredients and sun dried fruits as a whole are minimally processed, perfect for snacking. They provide the energy and fuel resources, nutrients, and good flavor that give them powerful positioning in all age, gender, and use markets. Whether an endurance trainer, or a bridge player, fruit is suited to both use and need. Scientifically also the best way to eat fruit is separately as a snack. Scientists continue to learn more about the benefits of snacking vs. larger meals, fruit benefits will become more and more apparent.



Kosher Certified • BRC Certified • Fiber Rich • Rich in Nutrients • Color  
No Added Sugar • Zero Waste • Paleo • Natural • Organic • Gluten Free  
Good Flavor & Taste • Anti-Oxidant Rich • Plant-Based • Non-GMO  
USA Grown & Made • Minimally Processed • Fuel Resource • Vegan

#### 6. Eating for Me.

Food products that allow for customization, personalization, and meeting of individual diet needs.

Traina Foods Ingredients allow for customization and individual diet needs.

#### 7. A Fresh Look at Fiber

Fiber is now being promoted for newly discovered benefits.

Sun dried fruit is a good source of fiber. Add fruit as an ingredient to provide more fiber in your products. Dietary fiber from fruit is proven to reduce blood cholesterol levels and proper bowel function.

#### 8. I Feel Good

Feel Good claims and promises to support brain health & emotional well being.

Infuse the fruit with CBD! Dried fruit is nutritious, rich in potassium, vitamin C, folic acid. Informed consumers will “feel good” about these as an ingredient.

#### 9. Small Player Mindset

Start-up companies influence food markets and can compete with major food companies. Small is the new big.

Where it all comes from matters. Four generations, from the earth, California roots, organic, sustainable, small yet big in ability, real. The image associated with these ingredients is spot on.

#### 10. Connected to the Plate.

More transparency, more information, more connection to what you are eating and experiencing through technology allowing consumer engagement.

It's important to eat fruit. Americans do not get enough fruit in their diets. More and more research points to multiple colors from fruit having nutrient, medicinal values that are life-saving. As information becomes more available through technology, consumers become more informed, about what they are eating and where it comes from. Connection to their plate, through real fruit ingredients.



**TRAINA FOODS** makes a difference in the ingredients we provide our customers, in our own line of Traina products, and in our commitment to healthier lifestyles and sustainable business practices.

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