

Toasting Drinks Creativity

Key suppliers offer their thoughts on beverage trends to look out for in 2020 and beyond. How does the drinks industry meet the demands of an adventurous consumer?

CHARLOTTE KERN, SYMRISE
SENIOR MARKETING MANAGER
BU BEVERAGES FLAVOR EAME

On ingestible beauty...

“To the consumer, storytelling means there’s a human touch central to the product experience. It makes consumers feel particular care has been placed into the production of the product, that every element and detail is thoughtfully produced. This level of care leads consumers to cherish products with storytelling elements more dearly.

Beauty supplements have been around for over 15 years. Just recently, the category has experienced real, strong growth. People are approaching the new beauty supplements from another angle than “medicine.” The new trend is an extension of their beauty regimen, like the way one might take vitamins or add toner to a make-up routine.



As beauty, health and wellness increasingly converge, the category has moved from niche to mainstream. Heralded as “plant-based alchemy,” new beauty supplements represent a natural and, therefore, healthier alternative to vitamin supplements. Expect to see more beauty powders and potions in the future as consumers look for supplements that can be added to the drink of their choice. For a more convenient option, consider tapping into the ancient knowledge of botanicals to create modern ready-to-drink beauty elixirs.

Due to increasingly fast-paced lives, consumers search for new solutions to fuel their body and mind with nutritious, healthy energy. As stress levels rise and sleep deprivation and energy and concentration depletion become constant concerns, beverages turn into contemporary supplements that regulate our brain and body functions on a micronutrient level to enhance energy and cognitive performance.

Drinks often replace meals, so people look for nutrient-dense beverages that are high in quality protein, fiber and good fats, which satiate, give long-lasting energy and help to stay focused. New enhanced energy formulations tout a smooth buzz without unpleasant jitters or crashes. Some examples are tea-style green coffee, energy tea with superfoods, nutrient coffee, maca as a coffee substitute (macacchino), vegetable juice and bone broth, cold brew coffee with cannabis and amino acid water.

Getting more support from beverages to maintain energy levels throughout the day with no negative impact on sleep gives rise to new food entrepreneurs who take inspiration from high-performance athletes. Some beverages may even be positioned to increase sleep quality and replenish.” ■



THOMAS SCHMIDT, BENEО
MARKETING DIRECTOR

On industry’s role in public health...

“It is the individual who makes the choice on what to consume, influenced by their taste preferences, life experiences and the appearance of the chosen product’s packaging. Increasingly though, nutrition and health-related messages are helping consumers decide what they will and will not consume.

However, sometimes health-related messages are oversimplified, and scientific correctness is sacrificed for the ‘easy message.’ This has happened with the public health messages surrounding the avoidance of sugars, for example. Certain carbohydrates, such as malto-dextrins, are worse metabolically than sucrose but are not counted as sugars. Meanwhile, Palatinose is low glycaemic, but is counted as a sugar on the ingredient’s label. As long as the ‘easy message’ dominates, the challenge will remain for industry and the government to support consumers who want to choose healthier nutrition. Nevertheless, consumers are adopting a long-term holistic approach to health and are increasingly looking to beverages to meet that need. This is an opportunity to develop drinks that promote focus, benefit the microbiome and positive nutrition. We see more of our prebiotic fibers being added to new products such as coffee, and low glycaemic carbohydrates such as Palatinose added to drinks to deliver sustained energy. Holistic health has opened the door to some exciting new beverage products.” ■



VICKY BERRY, SYNERGY FLAVOURS
BUSINESS DEVELOPMENT MANAGER

On the sophistication of beverages...

“As interest in Japanese culture increases due to the upcoming 2020 Olympics and a growing number of tourists visiting each year, we are predicting cherry blossom and yuzu to be key trending profiles in beverages.

We see the continued sophistication of citrus with consumers wanting more than just orange and lemon. We anticipate a rise in alternative citrus profiles, such as bergamot, grapefruit and calamansi.

With the younger generation fueling the boom of premium spirits, 2020 will see a continued growth of dark rums. Millennials are drinking less but “better.” As dark rums are regarded as a sophisticated option, we anticipate a growth in sipping rums.

In line with growth in dark rums, more tonic and mixer brands are likely to turn their focus to options that pair perfectly. We expect to see more premium cola variants with warming spice notes and mixers focusing on warm brown notes – honey, brown sugar and even coffee.

Juxtaposing the need for sophistication, we also observe growing interest in fun nostalgic confectionery flavors from parma violet through to lemon sherbets and strawberry licorice.

Consumers are looking for a sense of fun in beverages. Synergy anticipates a rise in fantasy flavors and bolder colors. The gin market capitalized on this in 2019 with pink gin and more unusual launches such as “unicorn” gin and color-changing gin.” ■



ODILE CONAN, NZMP (FONTERRA)
MARKETING MANAGER EUROPE

On ready-to-drink beverages...

“Flavored milk and drinking yogurt fortified with both milk and whey proteins are doing very well. Ready to drink (RTD) meal replacers are also becoming popular, especially among millennials who are looking for a nutritionally complete and tasty food on the go.

This concept aims to provide consumers with the nutrients of an entire meal, delivering about 20-25% of their daily nutritional needs, 400 calories and 20 grams of protein.

Milk proteins have a high nutritional quality and are highly suitable for this kind of application.

But, just adding protein is not enough anymore. The next step is to reduce or remove lactose and sugar when formulating new products.

Milk or whey isolate, as well as low lactose whey concentrate, can be the solution for low-lactose claims.

There is a growing demand not only for higher protein content in beverages but also for “less milky” drinks. High-protein fruit and vegetable smoothies are very trendy as well as RTD protein waters.

New areas for functional beverages are brain health and digestive health. Dairy ingredients such as milk fat globule membrane (MFGM) could have a positive impact on mental development, learning and managing stress.

Fonterra is running clinical studies with its ingredients containing MFGM, and so far we have seen promising results for benefits on cognition, as well as memory function during stress.” ■



NEIL MORRISON, CP KELCO
SR. DIRECTOR, GLOBAL SALES AND
TECHNICAL SERVICES



NEUS BONAVIDA FERRÉ
FRIESLANDCAMPINA INGREDIENTS
MARKETING MANAGER ACTIVE NUTRITION



GERD DIEFENTHÄLER, AUSTRIA JUICE
INNOVATION & MARKET
INTELLIGENCE MANAGER

On texture in sugar reduction...

“In addition to low sugar, consumers seem to want beverages that can do it all. They’re looking for fewer ingredients on labels, albeit more functional ones that can provide health or fitness benefits - such as protein to build muscles or vitamins for an energy boost. Though they desire few but “natural” ingredients, consumers are very sensitive to changes in beverage consistency. In other words, they still crave that full-sugar taste but with less guilt. That’s a tall order!

The challenge lies in creating a low-sugar beverage that can rival the taste of the classic formulation. CP Kelco has conducted sensory property analyses to decipher the correlation of rheology to sensory that certain ingredients can have in beverages. Formulators know it’s not as simple as trading stevia for sugar in a recipe. Without sugar, texture and body are changed. Then there’s the after-taste that some sweeteners and herbs bring that must be accommodated.

Our technical experts can recommend grades of our nature-based ingredients - gellan gum, xanthan gum, pectin and citrus fiber - to help with thickening, suspending, stabilizing and enhancing mouthfeel. These are all important qualities that can be difficult to attain in low-sugar beverages.

Opportunities abound for brands that can answer the high demand for low-sugar beverages, which has been spurred by consumers, health advocates and even governments.” ■

On beverages for well-being...

“Ready to drink is one of the fastest-growing categories globally driven by health and convenience, and, therefore a very attractive format to boost daily nutrition. Consumers recognize that all elements of health are interlinked and not to be treated in isolation. Key global areas of concern stand out: healthier for longer, digestive health and mental well-being. We have to recognize the clear growth in specific active and passive claims related to brain health, gut health, protein enrichment, reduced sugar, probiotic and prebiotic addition. At the same time, active consumers globally would like to see shots, ready to drink and on-the-go formats positioned around supporting a healthy lifestyle.

In 2020 we see ingredients innovation that connects to consumers’ recognition of well-being being crucial to the quality of life. This includes targeted natural solutions for key consumer complaints such as sleep and digestive health. This is not just a market for nutraceuticals, but for food and beverage companies to step in with new formats, contributing to driving the total category growth.

At the same time, more innovation is needed to further capitalize on protein enrichment innovation for mainstream and active consumers. The choice of protein here will allow for the formulation of nutrient-dense products, which must provide the best consumer experience and differentiate on taste and texture as key selling points.” ■

On the low and no alcohol trend...

“The alcohol-reduced and non-alcoholic category is now almost as varied as the original alcohol-containing drinks. The healthy lifestyle trend, in combination with constant consumer demand for new, exciting products that offer sensory and visual experiences, can be optimally merged in this category. For example, fruity, refreshing alcohol-free seccos, ciders and beers and mocktails of all varieties have established themselves as the adult soft drink alternative for any occasion.

2020 will again be a varied year in terms of different tastes and compositions of food and beverages. “Botanicals” stay omnipresent as floral notes from blossom extracts such as lavender or hibiscus are very suitable in combination with fruits, herbs, spices. Mushrooms and roots with an earthy character are also on-trend. Turmeric, maca, ginseng, ashwagandha, cinnamon, hemp or cardamom, to name a few, will increasingly find their way into drinks, yogurt and other foods because they have particularly positive effects on the body or the psyche.

In contrast to all the health-promoting ingredients, tastes associated with nostalgia are once again very popular. These include flavors such as “birthday cake” or “cookies.” Last but not least, the taste portfolio is rounded off with fresh citrus varieties such as yuzu, pomelo, kumquat or kaffir lime.” ■



JOE KATTERFIELD
ARLA FOODS INGREDIENTS
SALES DEVELOPMENT MANAGER



RENE FONTEIJN, CHR. HANSEN
GLOBAL INDUSTRY BUSINESS
MANAGER FOR BEVERAGES

On storytelling...

“Credible storytelling is vital, especially in the functional beverage space, where you have to be able to make convincing claims for your product or ingredient. At Arla Foods Ingredients, our whole business model is built on creating value from whey protein – a product that was once considered a waste product.

There are growing opportunities to create new beverages with functional benefits. One particularly exciting recent innovation is ready to drink (RTD) iced coffee with whey protein. We can definitely expect to see more beverage products containing protein. The current popularity of high-protein beverages, for example, is the result of the growing body of evidence for protein’s health benefits. We can expect to see a greater variety of products as new ways to overcome technical challenges emerge. Dairy protein, in particular, scores highly on convenience, making it ideal for on-the-go drinks.

To give one example, our Lacprodan ISO.Water is a game-changing solution for clear beverages. It’s a 100% whey protein isolate ingredient offering great mouthfeel without the taste of protein. Due to its excellent taste and mouthfeel, it can be used in both flavored and unflavored drinking waters, which could unlock new potential in the category. Baby boomers, for example, can benefit from additional protein, and this could become a new vehicle to deliver both the protein and the water they need.” ■

On functional beverages...

“Demand for beverages that support physical and emotional health will continue to be a catalyst this year. There are exciting opportunities for functional energy drinks with cognitive, eye and digestive health claims, and sugar-free ranges are expanding. It is worth it to explore new functional health claims for cognitive functionality and digestive health, which are currently seen as new areas of innovation opportunity.

One key area is energy drink for computer gamers by formulating with nootropic ingredients that increase mental alertness. Brain health support in energy drinks garners interest among category users.

For example, UK consumers show an interest in sports or energy drinks that support brain function. Considering that energy drinks, in particular, have established strong connotations with supporting mental alertness, developing a positioning about supporting brain function is not that much of a leap.

Eye-health benefits in energy drinks is another opportunity. There is consumer demand for energy drinks with eye health benefits, but the industry is yet to meaningfully respond to this opportunity. Formulating with European Food Safety Authority (EFSA) approved eye health nutrients, such as vitamin A, meets this need. To deliver eye health benefits, brands could introduce EFSA-approved nutrients such as vitamin A, zinc, vitamin B2 and docosahexaenoic acid (DHA).” ■



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