



CASE STUDY

Get the Scoop on Hydrocolloids

Crave-worthy solutions for overcoming modern dairy and dairy-alternative formulation challenges.





Dairy Aisle Dilemma

Consumers love dairy. Whether it's a triple scoop of Rocky Road to celebrate the weekend or a creamy, thick yogurt parfait to get them through the week, dairy is a dietary staple. While the desire for these milky treats has remained unchanged, modern lifestyles have not.

Consumers are increasingly seeking foods that reflect their values, both nutritionally and ethically. This has led to a demand for products with label-friendly ingredients as well as increased demand for plant-based alternatives to old standards.

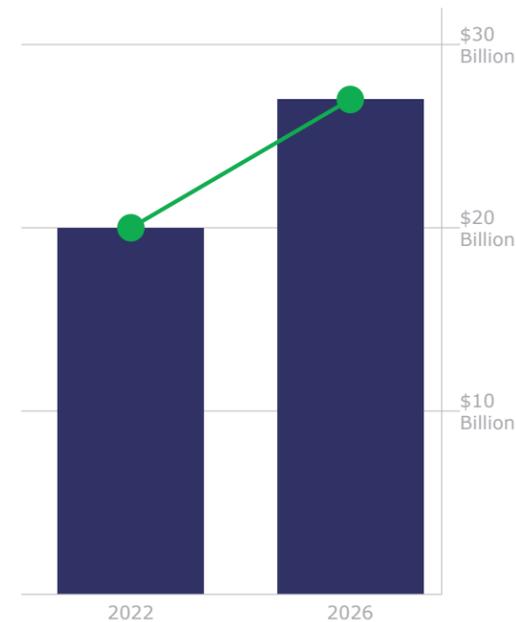
If brands can successfully capture the familiar mouthfeel of consumer favorites in clean-label dairy and dairy alternatives, they could potentially have a much larger share in the \$130 Billion yogurt category or the \$88 Billion global ice cream category.

Source: Euromonitor

As exciting as this is, brands face tough challenges when crafting clean-label products and comparable dairy alternatives. One of the largest is mimicking the texture consumers know and love in their favorite indulgences, such as ice cream, yogurt, and more.

45% of global consumers associate certain food and drinks with certain textures

Source: Fi Europe, Delivering taste and texture in food and beverages, 2020



The global alternative dairy market is currently valued at around \$20 Billion and is projected to grow to \$27 Billion by 2026.

Source: Euromonitor



Global consumers rank texture as the second most important attribute behind flavor

Source: Mintel





Taste & Texture Without Compromise



ADM's Stabrium™ Texturants offer creative solutions to creating consumer-preferred products without compromising taste or texture. This line of plant-based specialty ingredients includes emulsifiers, polyols, and hydrocolloid solutions which help control and modify the texture and mouthfeel of food and beverage products.

Stabrium™ Hydrocolloid solutions are specifically developed to deliver targeted texture, taste enhancement, and clean label optimization in frozen dairy and dairy-free desserts and yogurt. They bring superior stability, transparency, and functionality to the dairy aisle and help brands overcome developmental challenges associated with creating contemporary treats that meet modern needs.



Hydrocolloid Solutions Series 100

Frozen Desserts You Can Feel Good About

Introducing Hydrocolloid Solutions 100 Series, a proven way to solve functional and technical challenges presented with label-optimized frozen desserts. Hydrocolloid Solution 100 dry blend of highly functional, plant-based ingredients make excellent stabilizers, provide superb freeze thaw performance, and reduce melting rates in frozen desserts. They offer the texture experiences and nutritional claims consumers demand, such as vegan, low fat, low sugar, and high protein, while removing unwanted ingredients.

Key Differentiators

- Improved Mouthfeel with Added Body & Thickness
- Controlled Ice Crystal Growth & Improved Freeze/Thaw Stability
- Proven Melting Rate
- Consumer Friendly Labeling
- Remove mono-s and di-s from labels
- Plant-Based Solution
- Enhanced Flavor Release

HS 100 Ingredients



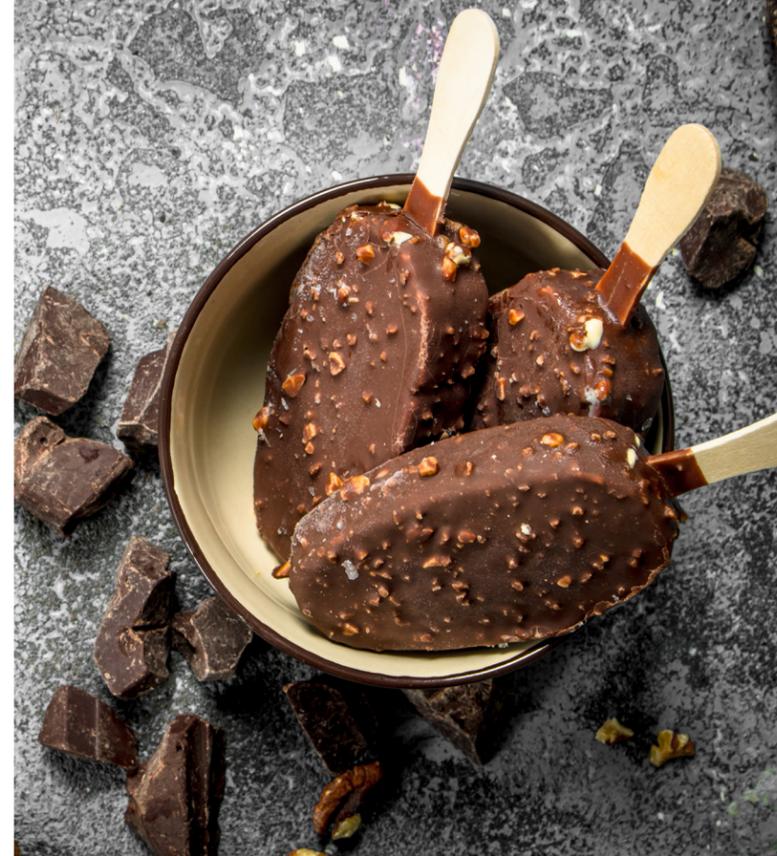
Deoiled Lecithin
(from soybean)



Guar Gum
(from guar bean)



Xanthan Gum
(from bacterial fermentation)



Target Categories for Hydrocolloid Solutions 100: Dairy & Dairy Alternative Yogurts



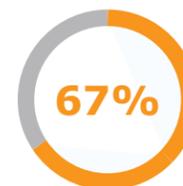
Ice Cream



Frozen Desserts

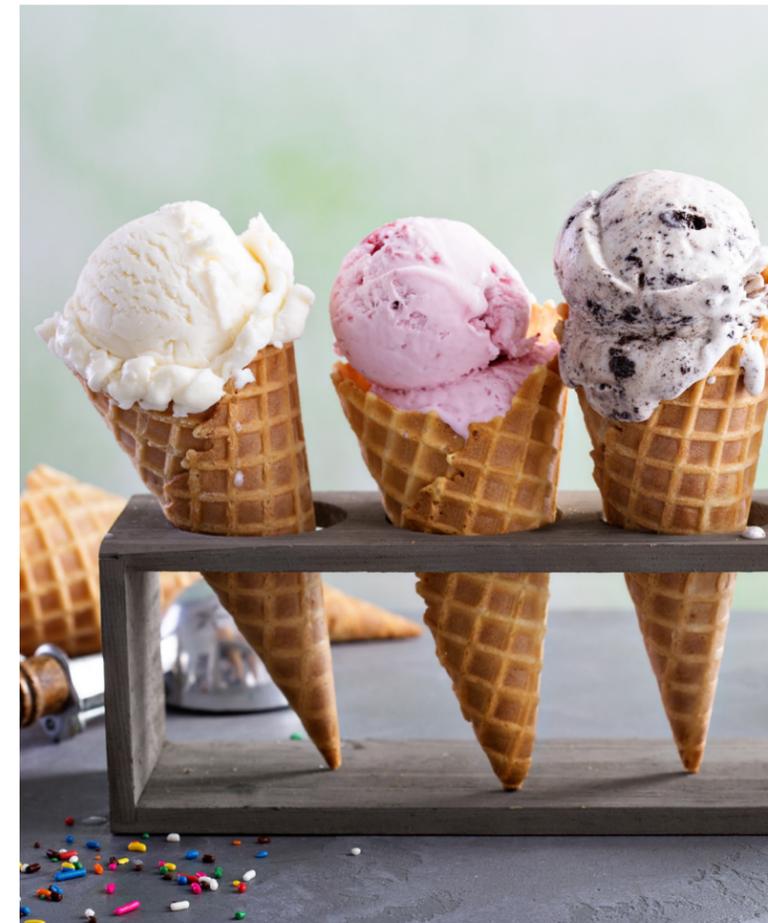


Novelties/Popsicles



67% of consumers say they are willing to pay more for high-quality products when it comes to frozen treats.

Source: Mintel 2022



CONCEPT 1

Natural Vanilla High-Protein Frozen Dessert

Rich and creamy with a cleaner label? ADM’s natural vanilla, high-protein frozen dessert is precisely what health-conscious consumers want in a tasty treat. This low-fat, no-sugar-added frozen novelty delivers the texture and functionality consumers crave with an elevated taste and texture consumers will remember. You can now have your ice cream and eat it too.



Concept Highlights

- Low Fat
- No Sugar Added
- Cleaner Label Alternative to:
 - Carrageenan
 - Mono & Di’s
- 7g Protein per Serving (2/3 cup)
- 5g Fat per Serving
- 6g Dietary Fiber per Serving

ADM Featured Ingredients

- Hydrocolloid Solution 100 (soy lecithin, guar gum, xanthan gum)
- Fibersol® -2
- SweetRight™ Stevia Edge
- Erythritol
- Natural Golden Vanilla Type Flavor
- Natural Masking Flavor

CONCEPT 2

Chocolate Plant-Based Frozen Dessert

Attention all chocolate lovers, this one is for you. ADM has developed an indulgent chocolate dessert to delight anyone with a sweet tooth. The best part? It’s entirely plant-based. ADM’s chocolate plant-based frozen dessert offers a comparable dairy alternative to traditional frozen desserts, all while featuring the taste and texture consumers know and love.



Concept Highlights

- Vegan
- Cleaner Label Alternative to:
 - Carrageenan
 - Mono & Di’s
- 4g Plant Protein per Serving (2/3 cup)
- 3g Dietary Fiber per Serving

ADM Featured Ingredients

- Hydrocolloid Solution 100 (soy lecithin, guar gum, xanthan gum)
- ProFam® 891 Soy Protein Isolate
- 76° Coconut Oil
- Fibersol® -2
- SweetRight™ Stevia RA80
- GrainSweet® Glucose-Fructose Syrup
- Natural Creamy Chocolate Flavor WONF
- ADM Natural Vanilla Cream Type Flavor

Hydrocolloid Solutions 200

Contemporary Yogurt for Modern Lifestyles

Hydrocolloid Solutions 200 Series is a proven way to bring label-optimized dairy and dairy alternative yogurts to market quicker by eliminating the need for gelatin. Hydrocolloid Solution 200 dry blend of plant-based ingredients make excellent stabilizers and provide superb clean label options to brands looking for traditional, consumer-preferred tastes and textures, delivered in nutritionally elevated products.

Key Differentiators

- Robust Full-Bodied Texture & Added Mouthfeel
- Improved Flavor Release
- Consumer Friendly Labeling
- Remove Gelatin from Labels
- Syneresis Control
- Plant-Based Solution
- Cost-in-Use Optimization



HS 201 Ingredients



Tara Gum
(from tara seed)



Psyllium Husk

HS 203 Ingredients



Tara Gum
(from tara seed)



Pectin
(from citrus peel)



Xanthan Gum
(from bacterial fermentation)

Target Categories for Hydrocolloid Solutions 200: Dairy & Dairy Alternative Yogurts



Spoonable Yogurt



Drinkable Yogurt



On-The-Go Yogurt



26% of US consumers say dairy alternatives are too heavily processed and aren't natural.

Source: Datassential 2021



CONCEPT 1

Natural Vanilla Yogurt

Finally, a smooth, decadent yogurt without the need for gelatin. This natural vanilla yogurt is the perfect choice for consumers wanting a clean label option that features the same creamy mouthfeel as traditional yogurt. One delicious spoonful is all it takes for consumers to fall in love with this guilt-free treat and never look back.



Concept Highlights

- Non-GMO Ingredients
- Clean Label Alternative to Gelatin
- 4g Protein per Serving (5.3oz)

ADM Featured Ingredients

- Hydrocolloid Solution 201
(psyllium husk, tara gum)
- Hydrocolloid Solution 203
(pectin, xanthan gum, tara gum)

CONCEPT 2

Natural Vanilla Plant-Based Yogurt

Looking for a creamy plant-based yogurt without all the unfavorable ingredients? ADM's natural vanilla plant-based yogurt delivers the delicious taste and texture consumers recognize in traditional yogurts, but with an optimized ingredient panel they can feel good about. This functional treat is the perfect answer to today's health-focused lifestyles.



Concept Highlights

- Vegan
- Non-GMO Ingredients
- Clean Label Alternative to Gelatin
- 4g Plant Protein per Serving (5.3oz)
- 3g Dietary Fiber per Serving

ADM Featured Ingredients

- Hydrocolloid Solution 203
(pectin, xanthan gum, tara gum)
- ProFam® 891 Soy Protein Isolate
- 76° Coconut Oil
- Fibersol® -2
- Natural Masking Flavor
- Natural Vanilla Flavor
- Decanox® MTS 70 Mixed Tocopherols
- GrainSweet® A Dextrose



Why ADM?

A Legacy of Expertise

Since the 1940s, ADM has continued to grow a legacy of expertise across functional texture ingredients such as polyols, emulsifiers, and hydrocolloids. As the first company in the U.S. to make commercial soy lecithin, our vast knowledge of emulsifiers and hydrocolloids provides reliable quality, while our distribution network ensures a dependable supply. We leverage our technical expertise to work with you to create customizable solutions and increase your speed to market.

Sustainable Supply

ADM's partnership with carefully selected growers provides the highest quality ingredients and consistency from field to market. Unlike many other emulsifiers and hydrocolloid products, ours are fully derived from plants and produced in the U.S. via fermentation from plant-based sources at our own dedicated manufacturing facility.

To learn more, visit adm.com/hydrocolloids