

No. 2 / February 2021, Cologne
#prosweetscologne

Innovative power for a polarising market: New sweets and snacks impress with taste, texture and naturalness

ProSweets Cologne 2022 is taking place as a hybrid format

The sweets industry is always good for a surprise. This is normally always also the case at ProSweets Cologne and at the simultaneously staged ISM, but unfortunately both trade fairs had to be cancelled this year due to the pandemic. The supplier trade fair for sweets and snacks is nevertheless taking the opportunity to present the latest developments and trends in the product segment "Raw materials and ingredients". The preparations for the coming ProSweets Cologne (30.01.-02.02.2022) are also in full swing. Exhibitors can still take advantage of the early bird campaign up until 30 April 2021. The supplier trade fair for sweets and snacks is additionally relying on a hybrid format and is offering a digital platform in the form of ProSweets@home as an enhancement to the physical trade fair, which in addition to showrooms, live & on-demand streaming also offers the possibility of networking and digital meetings. The theme Ingredients will also be covered here.

In addition to innovative product concepts, this year the ingredients specialists will also be offering precisely aligned and sophisticated solutions, which enable the manufacturers of sweets and snacks new processing possibilities and innovative textures. Even in the year 2021, there is no way around the two trends, healthy snacking and enjoyment, for the sweets manufacturers. However, that alone no longer suffices. Naturalness and sustainability are also becoming important factors when purchasing sweets. Innovations and the right brand positioning play a central role on the market, which is becoming increasingly more polarised. Demands are being placed on the product developers on many fronts and they are reacting with unexpected mixtures of flavours, exciting textures and unusual colour compositions - because sweets and snacks that offer an unconventional taste "at the first bite" are becoming more and more popular.

Added crispiness for sweet and savoury delights

Seven out of ten consumers worldwide are of the opinion that it is the texture that has to offer an interesting eating experience. This is the conclusion that the market researchers of Innova Market Insights come to, who consider "tapping in texture" to be one of the most important trends. This is particularly the case with the younger consumers. 56 percent of the 26 to 35-year-olds state that the texture is more important to them than taking a glance at the ingredients list. A statement that applies to only 37 percent of the over 55-year-olds in comparison.

Hardly any product innovation can do without the crunch factor today. At the same



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30.01. - 02.02.2022
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time, the trend towards more naturalness is unabated. On the lookout for new sweets and snacks, the manufacturers of sweets are combining the two food trends: Whereas crunchy nuts or almonds add additional essential fatty acids and proteins to the texture, dried acerola cherries or cranberries contain a lot of vitamin C and fibre and allow a longer chewing process because of their tough consistency. As toss-ins small balls of cereals with or without chocolate, chopped biscuits or chips add extra crunchiness.

Vibrant natural colours

Beyond this, the consumers are searching for other fruity and refreshing taste experiences. The exhibitors of ProSweets Cologne are supporting this trend with natural flavours and colourings, fruit and vegetable concentrates as well as sweetening systems with less sugar. The challenge thereby: All ingredients have to fit in with the product positioning and match the multisensory overall concept - from the appearance, to the taste, through to the mouthfeel. This already begins with the right choice of colour, because this is essential for the success at the point of sale. Powerful colour solutions totally in line with the clean label principle, are a particularly effective sales argument.

Ingredients experts like Döhler offer a large selection of coloured concentrates comprising of fruits, vegetables and plants - including also the new trendy shade, black. In the sweets segment it arouses associations to terms such as festive or luxurious and replaces the food colouring vegetable carbon (E 153). Red/violet pigments from the anthocyanins family, which due to their high concentration appear to be black, form the basis here. Product developers who want to seamlessly adapt their fruit gums, dragées or soft and hard caramels over to colouring foodstuffs can find a virtually endless selection or variations of yellow, red, pink, purple and blue here. The EXBERRY portfolio of GNT for example encompasses a palette of more than 400 different shades and is available in liquid or powder form as an oil dispersible solution or micronized powder. They are at the same time suitable for vegetarian, vegan, kosher and halal sweets.

Inspiration for new product ideas

Where does growth potential still lie for the manufacturers of sweets and snacks? The vegetarian and vegan sweets that are by no means a rarity on the shelves of the supermarkets worldwide, are the best example for this. The ingredients specialists ensure optimal chewing properties and a tailor-made consistency of jelly items and toffees with a host of plant-based texturizer alternatives.

Not only the manufacturers of fruit gums are adapting their recipes. "The next generation of consumers is searching for experiences, that are tasty, good for them and good for the planet. We want to accompany the industry with this plant-based revolution," Pablo Perversi, Chief Innovations, Sustainability and Quality Officer and Head of the Gourmet Section at Barry Callebaut, commented regarding the current food trends. An F&E team of the company that is based in Zurich took two years to develop the new milk-free "M_lk Chocolate" - a vegan speciality with the typical taste and texture of milk chocolate.

The sweets industry under transformation

Page

3/4

What does the sweet future hold? Should I place the focus on the enjoyment or the health-related benefit? One thing is sure, the radical change within the industry offers opportunities for a market positioning and results in new products. This is also clearly reflected in the products that were recently presented on the digital New Product Showcase of ISM (<https://bit.ly/3qKf5a5>). As a result of the ongoing discussion about the Nutri-Score, reformulated recipes with less salt, fat or sugar and a higher fibre content as well as health-promoting ingredients such as nuts, seeds or probiotics as well as plant-based and sustainable raw materials are influencing the developments. The challenge is always the same: Each reformation has to be technologically possible without leading to compromises in terms of the taste, texture or appearance. In any event, the ingredients experts hold practical solutions in store to support the sweets and snacks industry in adapting recipes and implementing new raw materials.

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Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 21.04. - 23.04.2021

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 21.04. - 23.04.2021

Alimentec - International food, beverage and hospitality trade fair, Bogotá 08.06. - 11.06.2021

Note for editorial offices:

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