

WHO IS THE TRU(E) PRO?

Elevate your plant-
based creations with
pea protein

Europe 2025



iff



MAKING JOY THROUGH SCIENCE, CREATIVITY AND HEART.

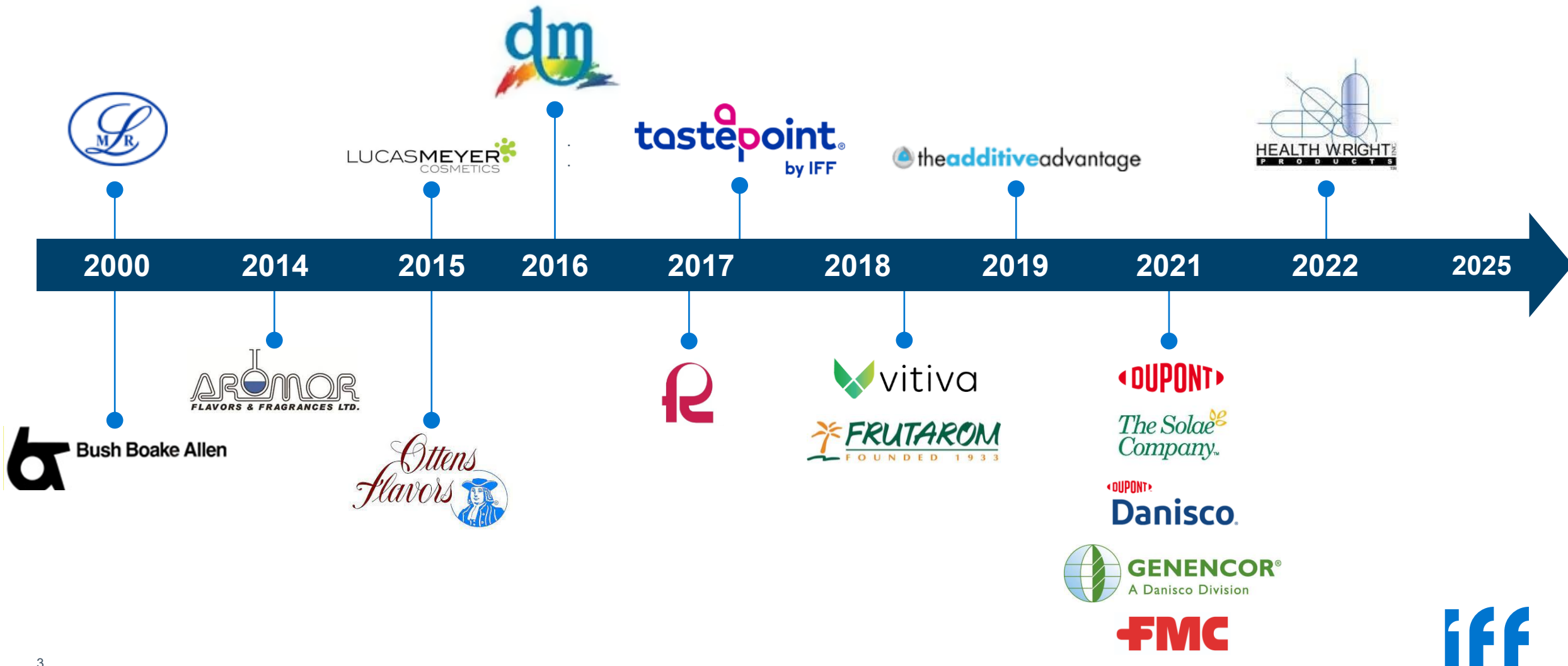
IFF is a global leader in **flavors, fragrances, food ingredients, health and biosciences.**

We deliver groundbreaking, sustainable innovations that elevate everyday products—advancing wellness, delighting the senses and enhancing the human experience.



WE'VE GROWN (TRIPLED IN 5 YEARS VIA M&A)

Employees have grown from 6,700 to 21,500





IFF FOOD INGREDIENTS

We bring the magic to unique solutions, improving nutritional profiles, taste and texture, and providing greater cost efficiency.

Feeding the world by offering the best solutions to meet our customers' needs.

We innovate making every food and beverage extraordinary.



PORTFOLIO

Food Ingredients



Emulsifier



Food Protection



**Fruit Pieces
& Paste**



**Gelato Flavor
& Paste**



**Food & Beverage
Inclusions**



**Hydrocolloids/
Texturants**



Protein Solutions



Systems



Sweeteners



MILK ALTERNATIVES

In Europe plant-based milk alternatives have gained popularity

% people consume plant-based milk alternatives:

France **18%**

Germany **23%**

Italy **20%**

Poland **17%**

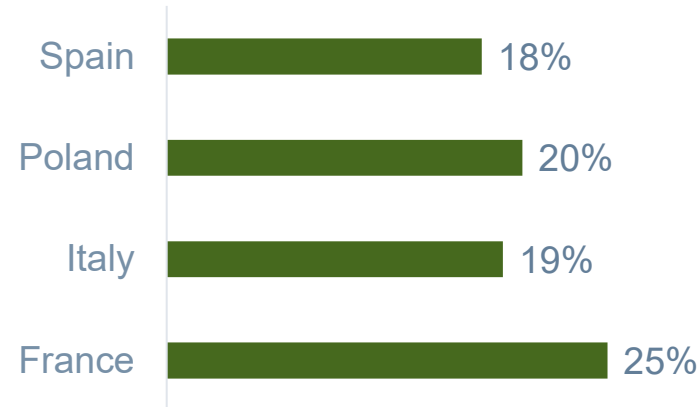
Spain **26%**

UK **34%**

CONSUMERS VALUE PROTEIN CONTENT IN PLANT-BASED DRINKS

Once restricted to mainly soy milk, plant-based dairy alternatives have expanded to incorporate different bases — almond, cashew, coconut, rice, oat.

Dairy alternatives offer the same health benefits as dairy products
- Disagree



Most products in the market do not deliver the same nutritional value as milk.

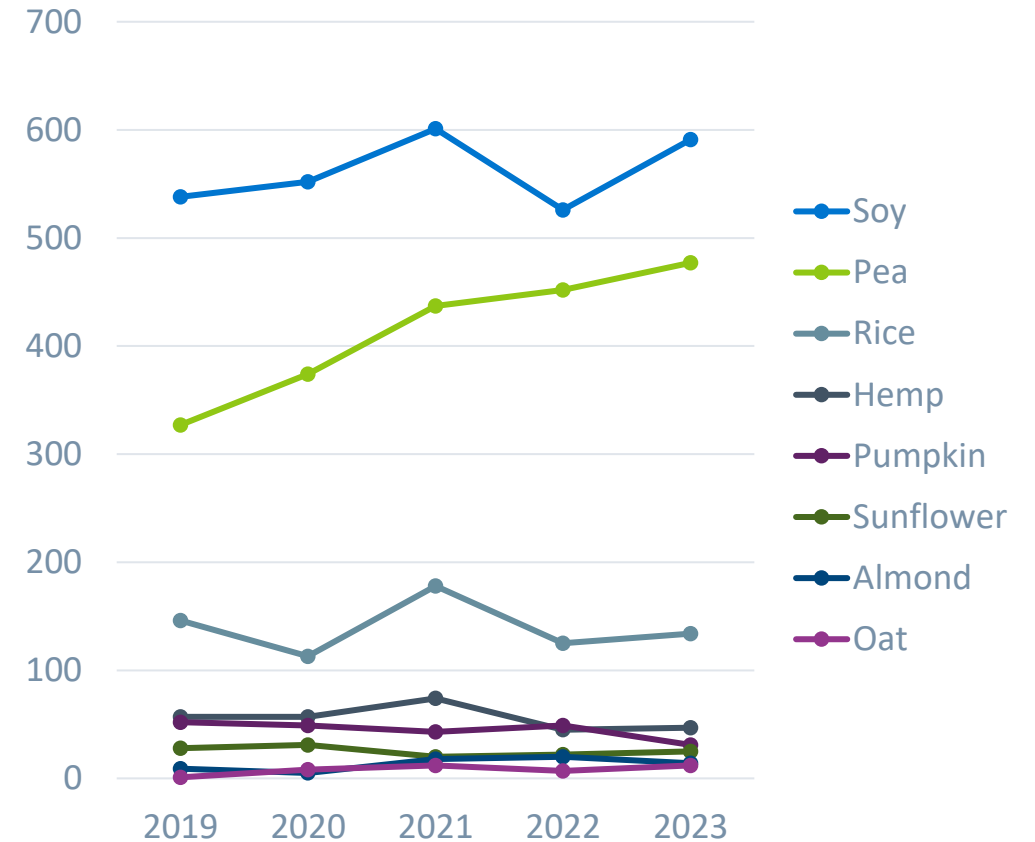
Pea protein is an excellent choice to boost the protein level of these type of products.

67% of consumers in the UK agree that Dairy milk is naturally high in beneficial nutrients not present in plant-based milk

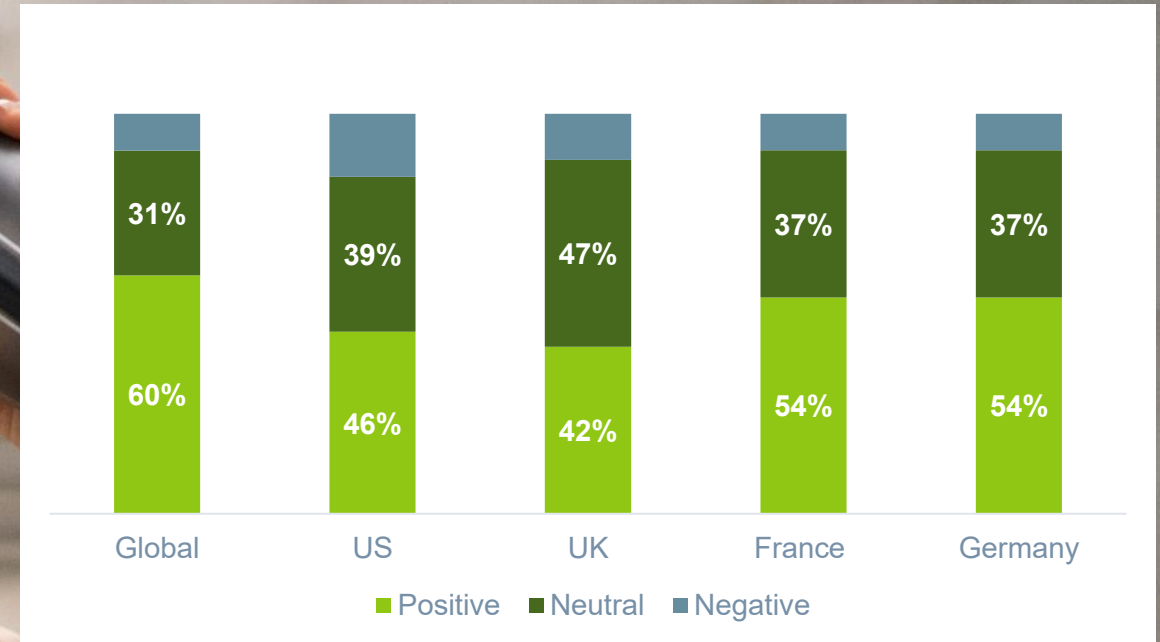
PEA PROTEIN IN NEW PRODUCT LAUNCHES

NPL with pea growing rapidly: an impressive 10% grow per year over the last 5 years

Pea protein was present in 46% of new product launches of nutritional & meal replacement drinks and plant-based drinks (dairy alternatives), much ahead of the next protein used – rice protein.



PEA PROTEIN CONSUMER PERCEPTION



Globally, 60% consumers have a positive perception of pea protein, and 31% are neutral.

In France and Germany, more than half of consumers hold a positive perception while in the UK this is about 42% of consumers. But in general in Europe, pea protein has an excellent acceptability: approx 90% of consumers are either positive or neutral about pea protein.

INTRODUCING THE NEW TRUPRO® 2100 PEA PROTEIN

83% protein (dry basis) with:

- Superior flavor and mouthfeel performance
- Excellent Solubility, suspension stability & dispersibility
- Lot-to-lot consistency & quality

Key Attributes:

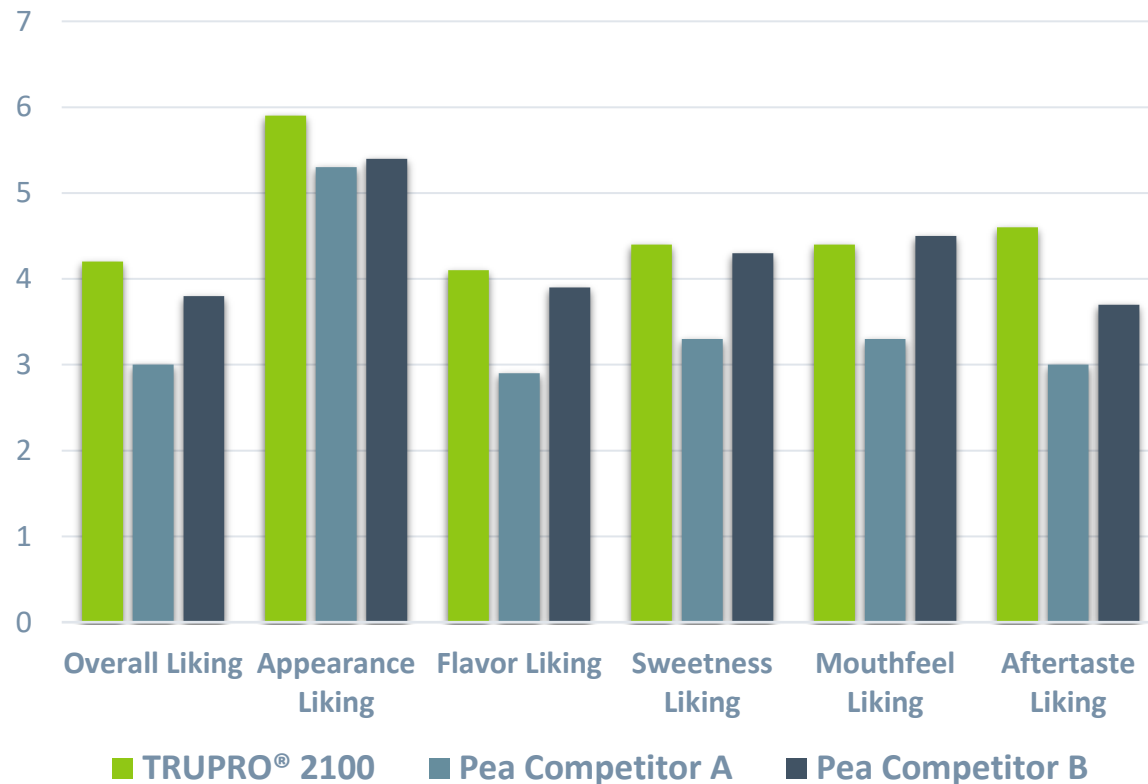
- Country of origin: USA
- Produced from North American yellow peas
- Naturally non-GM
- Not labeled as an Allergen
- Labeling: Pea Protein
- Light tan, free-flowing powder
- Target Application: Beverages



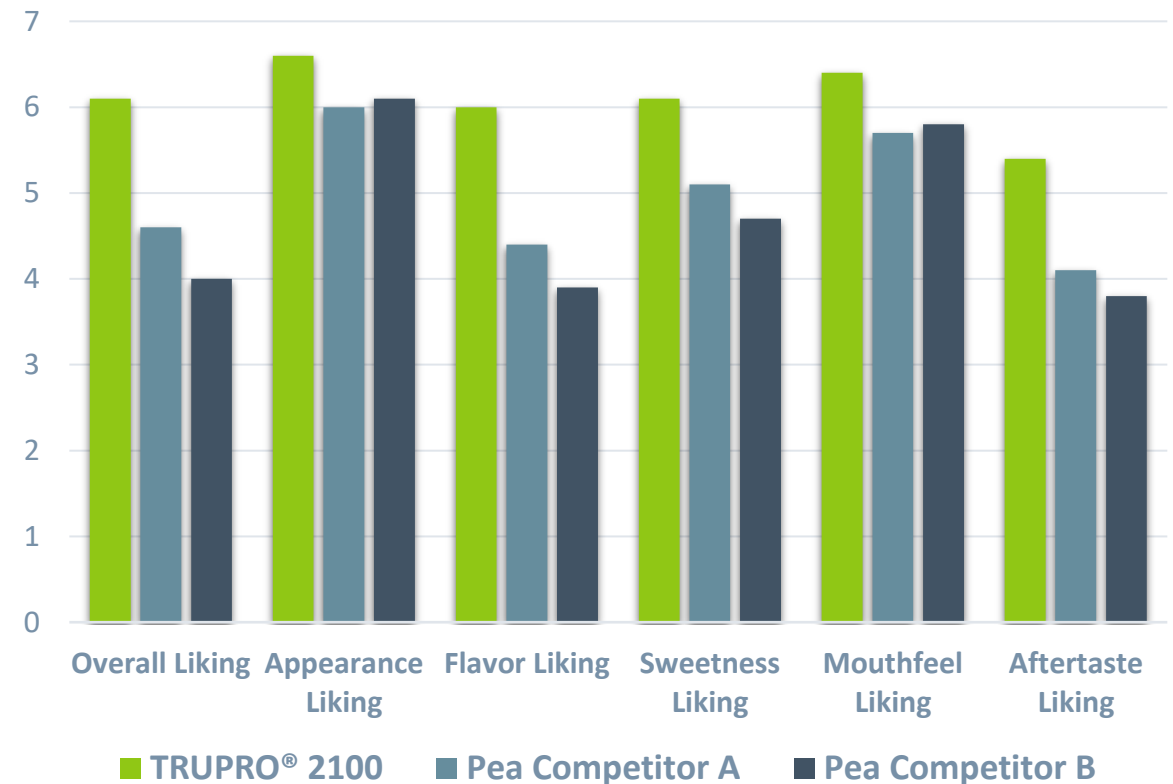
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TRUPRO® 2100 SCORED HIGHER IN CONSUMER TESTING VS COMPETITIVE PEA PROTEINS

DBB Application Model (9pt scale)



RTD Application Model (9pt scale, n=99)



PEA PROTEIN BEVERAGES

The right portfolio to develop great tasting pea protein beverages

NEW TRUPRO® 2100 Pea Protein

Excellent flavor and functionality

IFF FLAVOR FIT™ [masking]

Taste modulator to improve flavor of plant-based beverages

AVICEL®

Improves sensory attributes and provides a uniform suspension maintaining stability throughout shelf-life, regardless of the temperature

INSPIRATION IFF PRODUCT DESIGN®

A glass of pea milk being poured over a bowl of fresh green peas and pea pods.

SMART M*LK

PEA BASED M*LK

Pea M*lk with **3% protein**, 1.5% fat and signature milk taste

SMART M*LK PRODUCT DESIGN:

Latest technology Pea Protein Isolate TRUPRO 2100

Stabilisation with Gellan Gum

Emulsification with Lecithin

IFF FLAVORFIT™ Natural flavorings (modulators and top notes)

PEA BASED M*LK

IFF PRODUCT DESIGN™

TRUPRO™ 2100 pea protein isolate
GRINDSTED® Gellan VEG 200
SOLEC™ Sunflower Lecithin

IFF FLAVORFIT™ Natural Flavoring

INGREDIENTS:

Water, pea protein, sucrose, coconut oil, calcium carbonate, sunflower lecithin, salt, gellan gum, (*mineral mix*), natural flavouring

NUTRITIONAL PROFILE

	per 100g Pea M*lk	per 100g Cow's Milk
Energy (kcal)	31	45
Protein (g)	3.1	3.3
Carbohydrates (g)	1.2	4.8
of which sugars (g)	1.2	4.8
Fat (g)	1.5	1.5
of which saturated fat (g)	1.1	1.1
Calcium (mg)	120	120

EU NUTRITION CLAIMS:

[Regulation \(EU\) \(EC/1924/2006\)](#) **HIGH PROTEIN**



**Meet us at E7
to discuss
more!**