

Feeding the growth in plant-based proteins

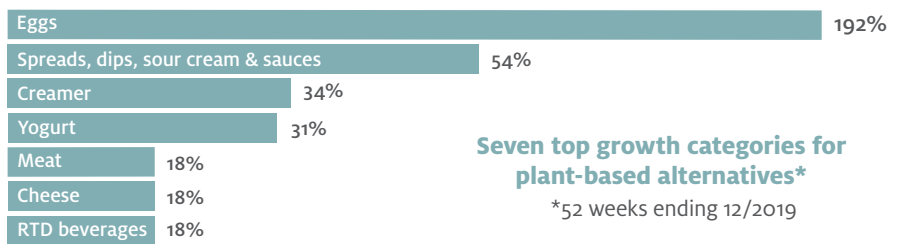


As more people focus on living healthy and sustainable lifestyles, the demand for plant-based proteins in food and beverages keeps rising — creating new opportunities to serve this growing market with standout products.

PLANT PROTEINS ARE OUTPACING THE MARKET



U.S. sales growth in plant-based food and beverages is five times greater (11%) than total foods sales (2%).¹



Seven top growth categories for plant-based alternatives*
*52 weeks ending 12/2019

WHICH ONES DELIVER TOP CONSUMER APPEAL?



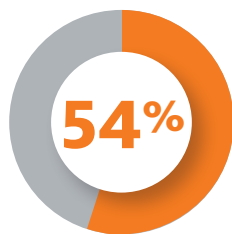
Sustainably sourced proteins made from **pulses** (peas, lentils, chickpeas, faba beans) bring clean & simple labels and protein-rich nutrition — minus the concerns of protein offerings from soy and wheat.

Consumer considerations for alternative proteins²

- ✔ Clean label
- ✔ Non-GMO
- ✔ Gluten-free
- ✔ Not listed as a Top 8 allergen
- ✔ No hexane processing

PULSES: THE HEALTHFUL CROWD PLEASER

Pulses are nutritious and highly desired by consumers — and our proprietary study reveals their **significantly higher market readiness than soy and whey.**³

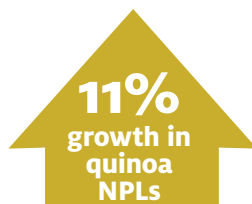


of North American consumers believe in the need to increase pulse consumption in their daily diets.⁴

QUINOA FLOUR: EMERGING SUPERFOOD

What's behind the buzz:

- Higher protein content compared to corn or rice flour
- Naturally gluten-free with balanced amino acid profile
- Gaining favor among people with intolerance and allergies



New product launches, CAGR 2015–2019.⁵

CREATE YOUR NEXT BREAKTHROUGH WITH THE PLANT PROTEIN EXPERTS



Tap our deep formulating and applications expertise and draw from our expanding portfolio of sustainable, consumer-friendly plant proteins including:

- [VITESSENCE® plant protein isolates](#)
- [VITESSENCE® plant protein concentrates](#)
- [HOMECRAFT® Pulse flours solutions](#)
- New [HOMECRAFT® Quinoa flour solutions](#)

ingredient.us/plantprotein
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Sources:

1. Plant-Based Foods Association, 12/2019
2. GNPD, 2019
3. QQS 2019
4. Ingredion proprietary research, Infiniti Research, 1076 consumers in US/Canada, 2017
5. Innova Quinoa Report, June 2019

Market Readiness Score (MRS) is a composite score based on the following four factors: likelihood to consume, appeal, meets protein needs, and healthy perceptions/associations.

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