

# Comfort Foods Can be Healthy

IFT 2015 - Chicago



## Snacking is Growing in Popularity



- Roughly 41% of global consumers view snacks as an important part of a healthy eating plan, with 50% of those consumers seeking snacks that offer benefits beyond basic nutrition.<sup>1</sup>
- Formal mealtimes are continuing to decline in popularity. Consumers are seeking quick, healthy foods to replace traditional meal occasions.<sup>2</sup>
- Health-conscious lifestyle consumers have shown themselves to be very willing to buy new and innovative healthy snacks.<sup>3</sup>

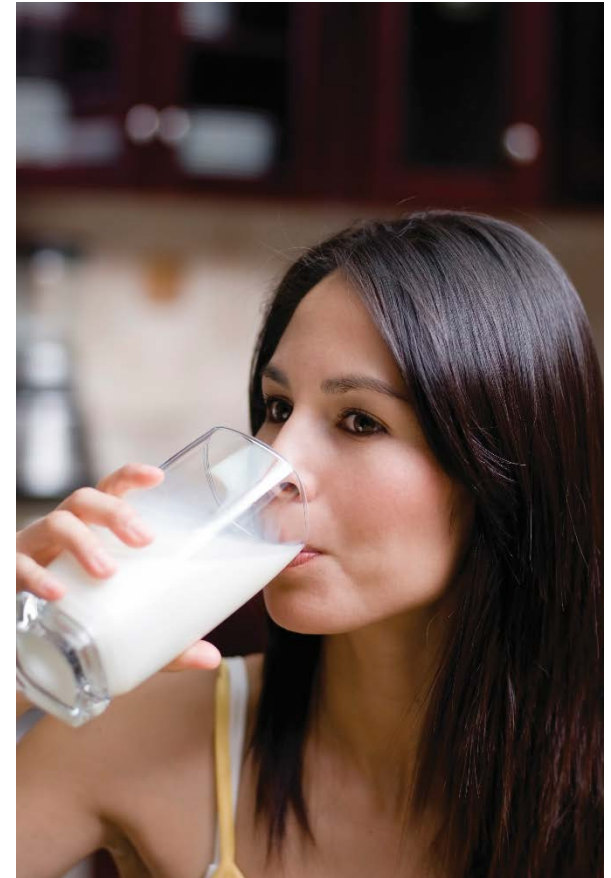
1. *IRI*, “State of the Snack Food Industry”, March 2015

2. *Innova Market Insights*, “Top 10 Trends of 2015”, November 2014

3. *New Nutrition Business*, “10 Key Trends in Food, Nutrition & Health 2015.”, November 2014

## Snacking and Protein Go Hand-In-Hand

- High-protein snacks have been very successful, even though consumers have traditionally thought of protein as part of a main meal.<sup>1</sup>
- Protein is a key nutritional component for many healthy snackers. In fact, 62% of consumers try to get more protein in their diets today.<sup>2</sup>
- Snacks that keep you fuller longer – thanks to protein and fiber – are becoming more important in the mainstream marketplace.<sup>3</sup>



1. *New Nutrition Business*; “10 Key Trends in Food, Nutrition & Health 2015”, November 2014  
2. *Food Service Director*, “Consumer continue to seek health snack options”, September 2014  
3. *Food Service Director*, “Consumers continue to seek healthy snack options.”, September 2014

## Everyone Can Benefit From High Protein Snacks

- Proteins, as part of a higher protein diet, can help maintain a healthy weight, curb hunger, increase lean muscle mass, enhance exercise recovery and maintain muscle with aging.
- Experts suggest that consumers spread their protein throughout the day, aiming for 20 to 30 grams of high-quality protein in each meal.<sup>1</sup>
- 78% of consumers say protein contributes to a healthy diet.<sup>2</sup>
- High protein diets bode well for baby boomers. Studies show this demographic embraces all-day grazing, specifically for snacks high in protein, fiber and omega-3s.<sup>3</sup>



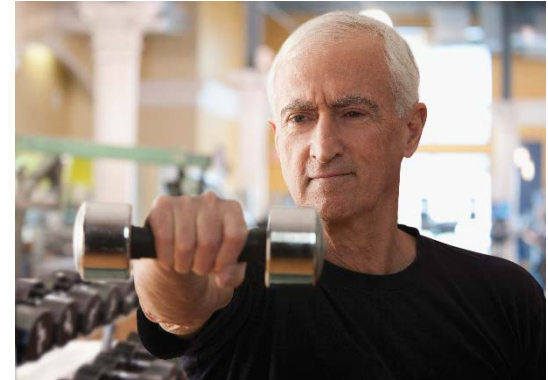
1. *Curr Opin Clin Nutr Metab Care*, “Dietary protein recommendations and the prevention of sarcopenia”, Paddon-Jones, D. et al., 2009

2. *NPD Group*, Protein Perceptions and Needs, 2014

3. *Food Navigator*, “Fermented foods, online shopping and all-day grazing: ConAgra unveils Phil Lempert’s top trends for 2015.”, Nov 2014

## Research Suggests Diets Higher in Protein Can Help Maintain Muscle During Aging.<sup>1</sup>

- It has been suggested that total protein intake for older persons should be slightly higher (1 to 1.5 g/kg/day) to avoid sarcopenia.<sup>2</sup>
- Sarcopenia is the progressive age-related loss of muscle and function (~3-8% reduction in lean muscle mass per decade after 30 years old).<sup>3</sup>
  - It may affect over 20% of people in their 60s and 70s and nearly 50% of people over 80 years of age.
- 70% of the adult population believes proper nutrition delays the onset of chronic disease.<sup>4</sup>



1. *Healthy Aging Scientific Backgrounder*

2. *Gaffney-Stomberg, et al.* Increasing dietary protein requirements in elderly people for optimal muscle and bone health. *J Am Geriatr Soc.* 2009;57:1073-1079.

3. *DRI*, May 2014

4. *Gfk Strategic Innovation*, See USDEC Inputs 4-4-12

## Those Who Consume the Least Need it the Most

There are three simple ways aging adults can help maintain bone and muscle mass.

- Increase protein intake to 35% of the total daily caloric intake.
- Boost protein intake during breakfast and snacking occasions.
- Consume 40 grams of protein after resistance exercise.





## Chai Protein Pudding

- This unique take on a classic comfort food is an excellent source of calcium that adds a little spice to snacking.
- Restaurant operators are starting to develop new takes on puddings, including regional and ethnic varieties containing authentic Asian ingredients.<sup>1</sup>
- Forty-three percent of boomers seek regional cuisines with authentic flavor when they dine out and shop for food.<sup>2</sup>



14g protein per 113g serving

- Contains 2% reduced fat milk, milk protein isolate and micellar casein concentrate.

1. *Prepared Foods*, "Ethnic, Authentic on the Menu", August 2014

2. *FONA International*, "Baby Boomers: A Boom to Your Business", November 2014

## U.S. Dairy Proteins are Versatile Ingredients



Clean-flavored U.S. dairy proteins deliver added functionality, flavor and nutrition. They are minimally processed since they're made by physical separation rather than by adding chemicals.

### **Milk Protein Isolate (MPI)**

- MPI adds high-quality dairy protein, calcium, magnesium and phosphorus to boost nutrition.
- It offers emulsification, foaming, heat stability and water binding.

### **Micellar Casein Concentrate (MCC)**

- Emerging dairy ingredient MCC is a novel high-quality clean-flavored casein that offer excellent heat stability around neutral pH.
- It contains casein in its native micellar form.



# Thank you

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