

NATURAL  
**PLANT-BASED**  
FLAVORS

# Plant-Based Flavors

With heightened awareness, consumers are focusing more on what they eat. Enhance your product without compromise using authentic Jeneil Natural Plant-Based Flavor Solutions

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## Introduction

**In today’s market, consumers are focusing more on what they eat and the foods they purchase at the grocery store. With this has come a higher demand for plant-based alternatives to many food and beverage products.**

In recent years, there has been a dramatic increase in sales of plant-based products; the total U.S. market growth was \$4.8 billion in 2018 and has grown to \$7.4 billion in 2021<sup>1</sup>. The plant-based food market is predicted to reach \$103.56 billion by 2027<sup>2</sup>.

Plant-based food companies are taking this growth by storm, creating innovative, delicious foods that are on the cutting edge of this growing demand.

The global plant-based cheese market makes up 6.14% of the Global Plant-based Market<sup>3</sup> with roughly 20% of consumers choosing plant-based cheeses over the animal-based counterpart<sup>1</sup>. In 2022, 60% of households purchased plant-based foods, with 80% of these consumers becoming repeat buyers<sup>4</sup>. Jeneil has taken this opportunity of the growing demand for good tasting, authentic plant-based foods to be the industry’s top solution for high-quality plant-based Natural Dairy-type flavors.

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## Different Terminology (vegan, plant-based, dairy-free)

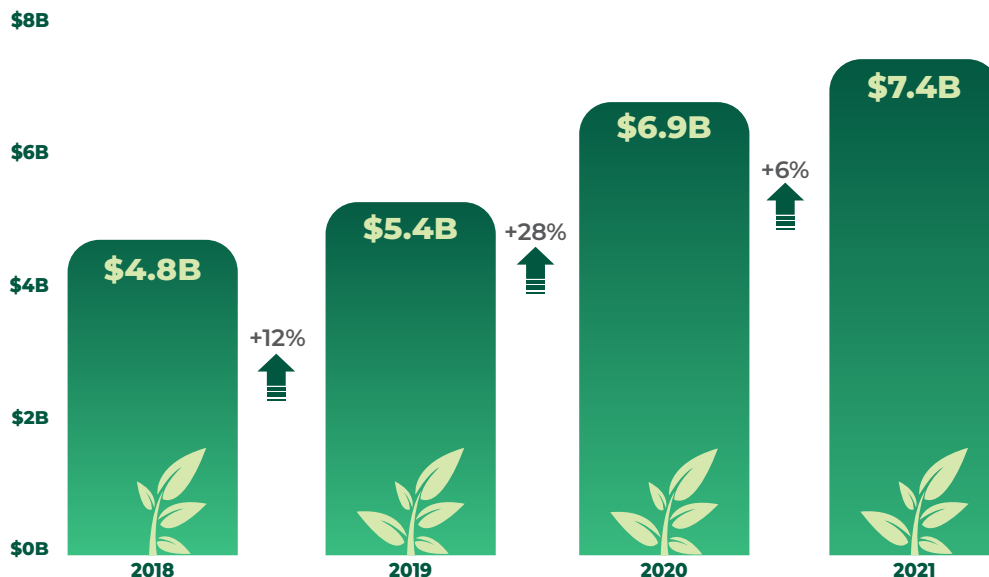
One question that is occasionally asked is: “What is the difference between vegan, plant-based, or dairy-free?” Each of these terms, when it comes to Jeneil’s Plant-based Natural Dairy Flavors, all mean the same thing (no dairy product used), but to the consumer or developer, they might be different.

Dairy-free traditionally is used to distinguish that a product does not carry any dairy product or any dairy allergen. These products may still contain other animal products such as meat, fish and eggs. Dairy-free diets focus more on those who have allergens to dairy products or are lactose intolerant.

Plant-based and vegan are similar. Both involve the complete removal of all animal products in an application, but there are still some differences. Vegan consumers eliminate all animal products 100% from their diet, while plant-based consumers may not fully eliminate all animal products but are looking to reduce their consumption.

At Jeneil, our Plant-based Natural Dairy Flavors are developed to be easily incorporated into any vegan, plant-based or dairy-free products, but can also be used to supplement flavor in dairy applications as well, to help increase dairy notes without the overall cost of dairy products.

### THE PLANT-BASED MARKET GREW 54% SINCE 2018 TOTAL U.S. PLANT-BASED FOOD MARKET, LAST 4 YEARS



Source: SPINS “plant-based positioned” product attribute, customized by PBFA and GFI to include private label and custom categories, 52-week, 104-week, 156-week, and 208-week periods ending December 26, 2021, from the SPINS Natural Enhanced and COventional Multi Outlet (powered by IRI) grocery channels.

## Jeneil's Plant-Based Flavors

Taste is still the top deciding factor for consumers when it comes to choosing products, and that's where the experts at Jeneil come in. With a history of creating top-of-the-line dairy flavors, Jeneil has transferred their expertise of dairy flavors into creating authentic plant-based dairy type flavors.

These flavors are developed to provide the full flavor profile of the specific dairy products manufacturers are trying to recreate. Many of these flavors are also functional by providing the perception of a fatty, creamy texture and mouthfeel that is typically lost in many plant-based products.

Jeneil's flavors can also help on the side of masking unwanted flavors that can be present when using plant-based proteins and starch systems. Overall, Jeneil plant-based flavors create clean recognizable dairy flavors that can transform an application.

Jeneil prides itself on providing a large variety of plant-based flavor profiles, from sour cream to parmesan and buttermilk — just to name a few. These products provide the customer with a dairy-free flavor that can meet several requirements, such as kosher, halal, Non-GMO and more.



Natural Flavor



SMETA Sedex



Minority Owned Business Certified



EU Certifiable



Non-GMO Certifiable



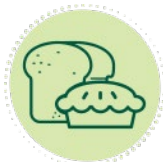
SQF Certified



Kosher Certified



Jeneil's dedicated R&D team can also customize these flavors to create an exact solution for specific applications or labeling requirements. Our flavors come in both powders, liquids or paste, depending on application and client preference. Our team works directly with the customer to determine the best ingredient solution and usage rate in a wide range of applications.



BAKERY



SOUPS



DESSERTS



SNACKS



NUTRITIONAL



SEASONINGS



BEVERAGES



READY MEALS



SALAD DRESSINGS



MEATS



SAUCES



CONFECTIONARY

## Natural Plant-Based Flavor Inclusions

Jeneil's innovative Natural Plant-Based Flavor Inclusions are a functional solution for manufacturers looking to incorporate a plant-based cheese flavor along with the appearance of cheese, into their product. These inclusions function as meltable, highly flavored integral components for a variety of applications. They deliver a higher level of flavor than traditional vegan cheeses, so that the flavor comes thorough and is not lost in the application, but then maintains the appearance of a plant-based cheese in the product. The Natural Plant-Based Flavor Inclusions are a boost of flavor that offer cost-effective solutions to developers. Jeneil manufactures these inclusions to be easily incorporated into many applications and provides flavor consistency in the finished product.

# NATURAL PLANT-BASED FLAVORS

Plant-Based Natural Flavors inclusions function as meltable, highly flavored integral components for a variety of applications.

## Features & Benefits

- Delivers a natural dairy-type flavor system
- Contains higher flavor than vegan cheese
- Provides the appearance of plant-based cheese
- Boosts flavor impact with high-intensity, cost-effective solutions
- Incorporates easily into applications
- Provides multiple functional application properties
- Creates flavor consistency in finished applications
- Delivers flavorful consumer outcomes
- Comes in multiple forms (blocks & dices)

## Why Jeneil:

Jeneil's dedicated team works closely with customers to provide flavor solutions that meet the client's needs, including custom flavor development. Our applications team screens and tests flavors in various applications, providing masking capabilities and much more. Jeneil provides high impact products with a low cost-in-use that is consistent and reliable.

## Commitment:

With decades of experience in dairy flavors, Jeneil has applied this knowledge and experience to develop a full line of high-quality authentic Natural Plant-Based Dairy Flavor solutions. These flavors provide functionality and flavor, create flavor solutions throughout a wide range of applications and keep overall costs low.

## Partner With Jeneil

### A Family Legacy 50+ Years of Expertise

Our pioneering innovation in microbial fermentation technologies and natural flavors yields breakthrough ingredient solutions. As a family-owned and operated solution provider, our quality proposition is trusted - second to none! We serve the specialized natural ingredient needs of our valued global partnerships throughout Food & Beverage, Flavors & Fragrances, Human & Animal Health, and Agricultural industries.

Your limit is where our innovation begins. Discover our natural Solutions:



### Contact Jeneil Biotech

Fill out our simple contact form to request a sample, phone call or visit.

Contact Us >

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## References

- 1 Plant Based Foods Institute, Kroger, 84.51, "understanding consumer shifts from animal-based to plant-based foods in the retail environment," 2022.
  - 2 L. Wood, "Businesswire," 28 October 2022. [Online]. Available: <https://www.businesswire.com/news/home/20221028005245/en/Global-Plant-Based-Food-Market-Report-2022-Rising-Popularity-of-Plant-Based-Meat-and-Seafood-Driving-Growth---ResearchAndMarkets.com>. [Accessed 4 April 2023].
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