



KEVIN MCDERMOTT, SAVOURY SYSTEMS, VP & DIRECTOR OF SALES

On transparency marketing and going GMO free...

“I think the consumer is currently caught at a crossroads. There is much less time available for planning meals, shopping and cooking. However, authors, film makers, and internet bloggers are raising a level of skepticism over industrial food ingredients, industrial utilization of sugar, fat and salt in food, as well as concerns over factory farming practices. I believe that increased education and transparency from the food processing industry will help consumers better comprehend what is in packaged foods, assist in removing any of the false threats that exist, and allow consumers to independently assess the balance of dieting for convenience, sustainability, indulgence, and overall health. The biggest consumer trend at the moment is the need to meet GMO free claims and compliance. Even companies who carry major brands are starting to become more transparent about GMO labeling as well as complying with the GMO labeling laws of Vermont in the US.

Bold flavors and fearlessness in using spice is gaining a strong footing. Central American, Caribbean, and Southeast Asian flavors are finding a unique place in the ready meal sector. Flavor combinations which are built around bold and high impact seasonings provide a go-to solution. Flavor enhancers like MSG and I&G are being replaced by natural and fermented ingredients such as yeast extract, anchovy, as well as tomato or mushroom extract.” ■



CHRISTER ANDERSSON, AVEBE MARKET MANAGER FOOD

On addressing flavor trends and supplier collaboration...

“Various ethnic flavor and cuisines are driving the ready meal industry. The buzzwords are ‘exotic’ and ‘new experience.’ For us as a texture supplier, the objective is to ensure that natural and authentic flavors become true and optimal and don’t get masked or hidden. Our potato-based ingredients with their blend and pure origin makes any flavor shine through. The challenge for us is to build authentic textures, which lift the flavors.

Clean label and cleaner label is becoming much broader than only E-number free nowadays - it’s about authenticity, tractability and recognizability. Consumers like to know what’s in their food and why, they want to recognize the origin. This is where we as a farmer’s cooperative can bring great value since we have full traceability of each of our ingredients back to our owner’s potato fields in Holland and Germany.

As long as we have a close connection with the food manufacturer, ingredients supplier and R&D society, this drives jointly for innovation, meeting consumer needs and demands.

Avebe recently launched a new clean label starch under the Eliane brand, which enables food moisturizing for ready meals and microwavable food. It provides a feeling of fresh cooked with a great texture, no splashing when cooking and an excellent eating experience, without sacrificing on well-balanced nutrition.” ■



IVO GAMMAROTA, CAMPUS SRL SALES MANAGER

On the future for on trend ready meal solutions...

“Consumer habits are changing very fast! In the last 20 years, the food industry has completely changed the way a product is presented on the market.

Not only from a packaging point of view, but also from the deepest part of its production. So a very well-known product like a dry cured salami is now a real concentration of technology. Food ingredients play a great part in these changes and they are still contributing to them. Meat free products, free from E-numbers and salt reduction can be considered to be the most important trends for the years ahead.

Ready meals are a very common product in our daily life nowadays. The never-ending fast pace of life is the main reason for their uptake. If an acceptable combination of taste/ease of handling were considered the highest ranking until a few years ago, nowadays it is not enough. We are at the new frontier, what we call ingredients 2.0. It is our challenge to give the food industry answers on how to clean the labels, while maintaining all the well-accepted features of the food.

There is a general request to improve the processed food under the health point of view. Consumer’s consciousness about labels, composition and calories is growing very fast.

Already a few years ago, we introduced a full range of solutions onto the market to partially replace salt and fat in several final applications.” ■