

THE WORLD OF food ingredients

FOR THE PRACTISING FOOD TECHNOLOGIST

DEC 2014 \$25

**The Nutrition
Leader**

Lifestyle Products

Tailoring products to specific lifestyles is a growing trend

Sustainable Proteins

Innovative technologies and new sources will help fill the protein gap

OPINION EDGE

The key trends to watch in 2015



TOP 10 TRENDS

"Clear label" and "convenience for foodies" lead.



Natalie Tremellen

Clearer and simpler claims and packaging offer increased transparency

Moira Hilliam

Quality assurance schemes help to address concerns around safety and quality

Jacqueline Marcus

Dietary approaches are often missing the most important factor: calories



AJU JACOB,
SYNTHITE INDUSTRIES
DIRECTOR

On clean label and traditional food trends...

"This is an industry where the consumer is king, and I think the strongest trend so far has been the drive towards clean labeled foods. We expect this

trend to continue. Both consumers and regulators are moving towards cleaner foods and greater transparency in their labeling. This is a trend that we in the food industry need to take into consideration. This will require us to rethink food formulation at a fundamental level, straight from the ingredients to the packaging; we need to look at food differently. Gone are the days where flavors were merely an assortment of chemicals, and colors merely needed to be rich and vibrant. Today's consumer demands natural and clean flavors and colors. Thus, were born innovations like Straights. Minimally processed artisan ingredients are re-defining how innovators, technologists and manufacturers are thinking about food ingredients and foods in general.

We are going to see the convergence of industrial grade production to feed the world's population, and minimally processed all natural ingredients. Clean labels will be the result of this convergence. A day will come when we say chili sauce is 100% chili and nothing else. Although clarity will evolve as regulations such as the European Guidance Notes on Coloring Foods are published, the consumer will decide what will win. ■