



Meet The Demand For Function And Flavor In Today's Beverages

An FFP Insights Report



Put Functional Beverages To Work For You.



What consumers seek.

Today's consumers want more — especially more ingredients that enhance the way they live.

What they don't want is a compromise on flavor. The answer: tasteful, natural products that avoid artificial additives and preservatives while providing convenient wellness solutions. But don't just take our word for it. We've done the digging and, over the following pages, will provide insights and answers for how to best innovate for your next beverage offering.

Function meets flavor.

Partnering with FFP opens up a world of potential for creating the next line of great tasting, wellness focused beverages your customers will seek out. We provide real brewed tea, herbal extracts, and natural and organic flavors along with vegetable and fruit concentrates that add great taste as well as functional benefits to an array of products that appeal to today's evolving beverage market.

Satisfy Their Thirst For A Variety of Benefits.

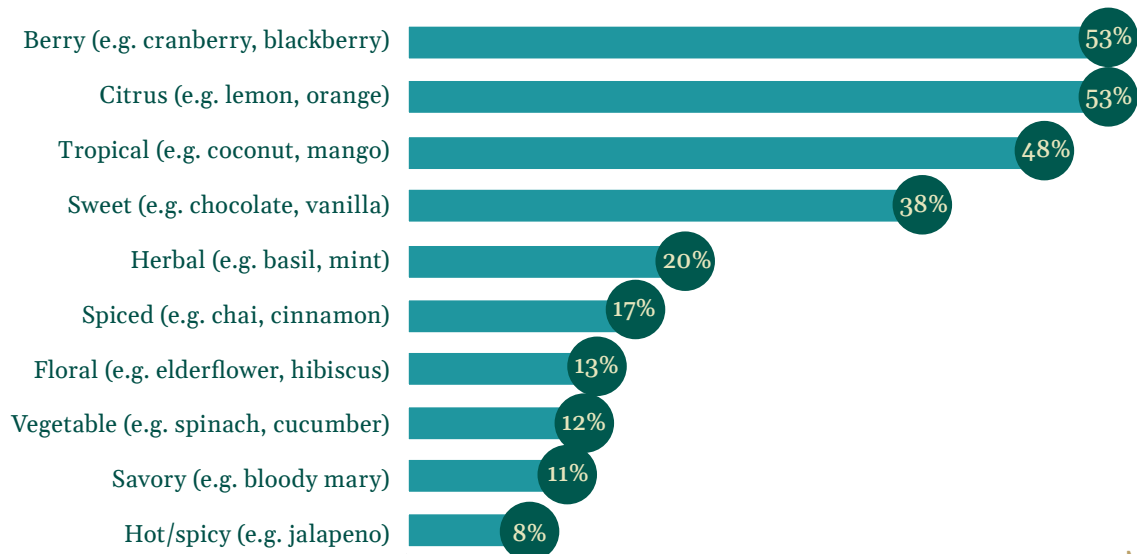


When it comes to innovating beverages,
functionality has recently played a key role.



Functional doesn't need to mean flavorless.

No matter how beneficial, if it doesn't taste great, there's a good chance your product won't make it to market. Some of the preferred flavors in non-alcoholic beverages include:



Mintel, 2021

DID YOU KNOW?

The number of consumers choosing drinks that provide certain benefits rose to nearly three quarters of the population overall in 2021, up 8% over just one year.

Mintel, 2021

¹ Mintel, 2021

² Global, CAGR 2016-2020

What People Look For In Their Beverages.

I.

Influence mood

II.

Increase immunity

III.

Provide clean energy

Percentage of respondents

Feeling good about myself

51%

Having strong immunity/
able to recover quickly

48%

Able to deal with stress

44%

Having energy for an active lifestyle

44%

Being happy/cheerful

43%

The Hartman Group; ID1271852

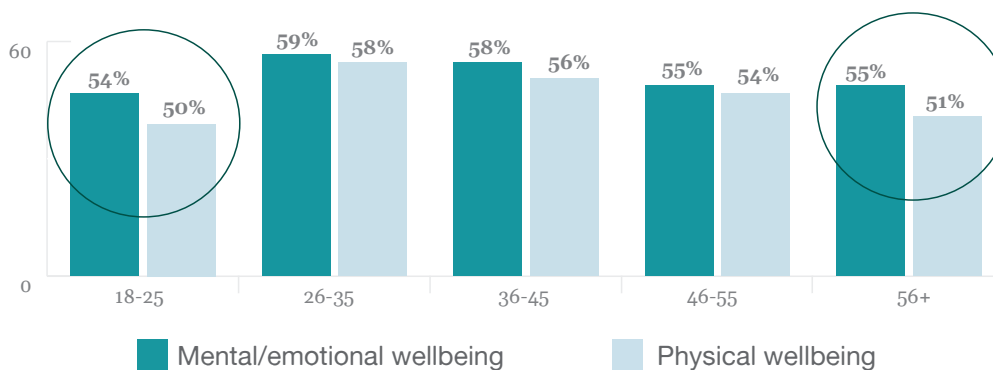
We'll take a look at these three trending areas on the following pages and share some of the latest insights into what makes functional beverages a must-have for innovative beverage manufacturers.

I. Mental Wellbeing: The Growing Demand



Lately, mental wellbeing has become even more focal for consumers than physical wellbeing. Benefits such as calming, relaxing, being cheerful, and improving mood all help to drive overall beverage sales.

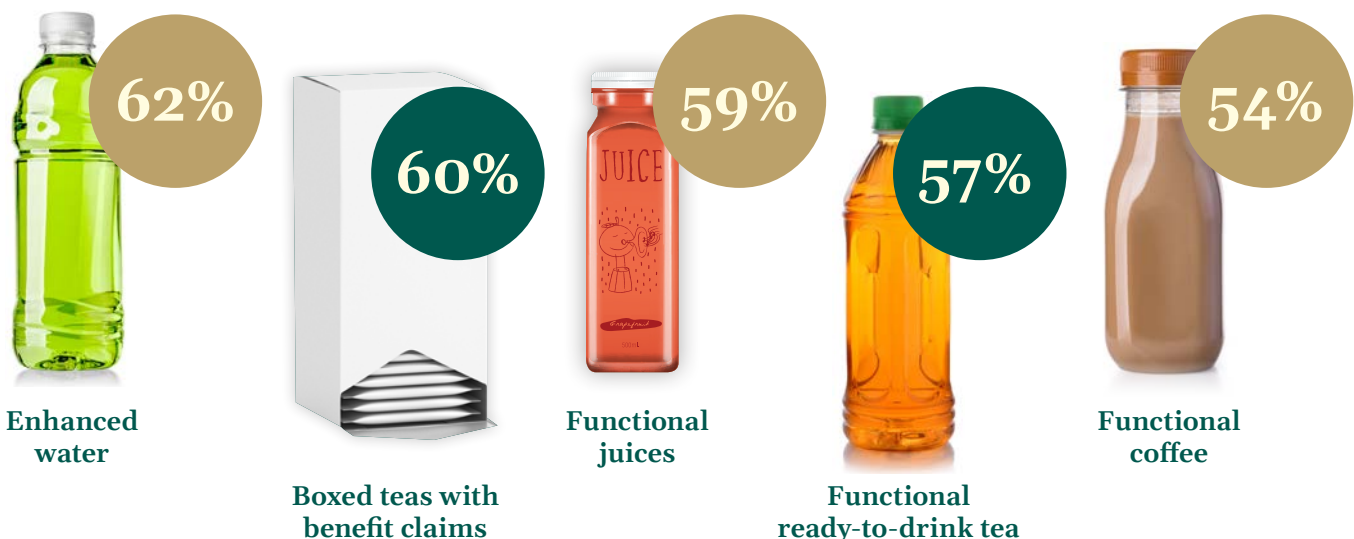
The search for mental wellbeing is taking the lead.



Innova Lifestyle & Attitudes Survey 2021

Introduce mood enhancement via familiar formats.

Kefir and kombucha may be all the craze, but a majority of adults still seek out added mood-enhancing benefits from more traditional beverages. Add to that the fact that those who get functional benefits from traditional drinks are more likely to be interested in repeat usage when compared to less-familiar beverages. That means repeat business and returning customers.



Lightspeed/Mintel, February 2021

The ingredients that read “better mental health.”



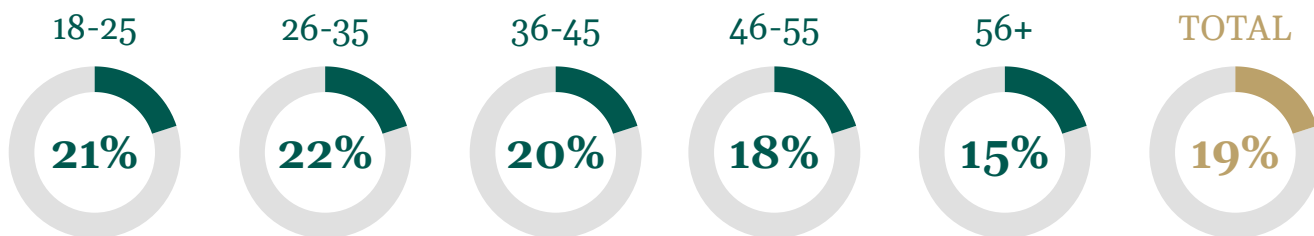
Certain ingredients like chamomile and lavender have a reputation for their calming, soothing effects. But interest has increased for newer trending ingredients that play a role in mental wellbeing as well, including:

- Fermented beet
- Fermented carrot
- Mushroom
- Brewer hops
- Acerola cherry

The value of mood-enhancing beverages

The popularity of trending, functional drinks continues to grow despite their often premium prices. Sales show that consumers have a high perceived value especially when it comes to mood-enhancing beverages.

% of respondents saying food and drink with functional ingredients that boost mental health are worth paying more for (by age group)



Innova Lifestyle & Attitudes Survey 2021

FEATURED FFP CONCEPT: Relaxation Booster (Chamomile with Hops)



Chamomile:
for antidepressant activity



Brewer hops:
may benefit against anxiety



**Fermented carrot
& beet, scFOS:**
may combat depressive symptom

II. Boosting Immunity: The Demand Is Taking Off

Many functional beverages focus on more immediate needs, such as energy or sleep. Yet consumers are seeking longer term benefits from these products as well, including higher immunity and prevention of disease.

Global consumer base:



“having a healthy diet can build immunity to help prevent illness and disease.”¹



of consumers presently consume immune-boosting food and beverage products with growth expected to continue.²

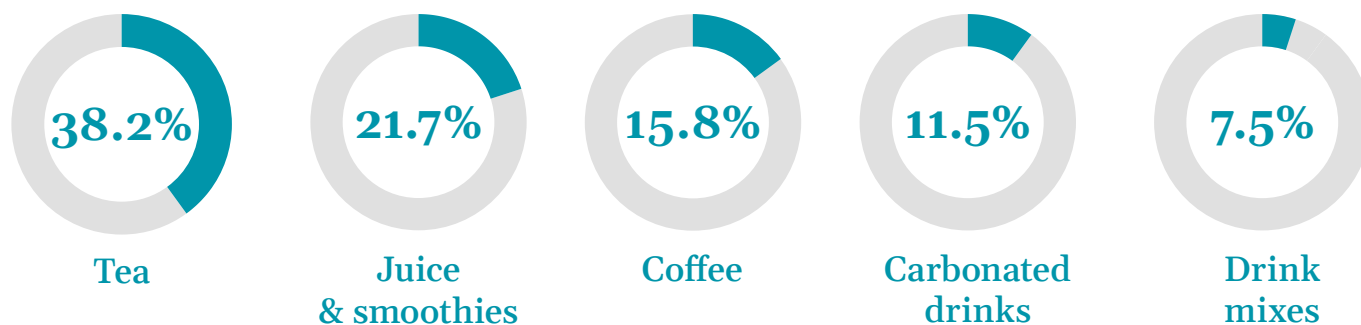
Adding ingredients that provide long-term benefits like anti-inflammation and immune-boosting can help appeal to the growing market of older adults.

¹ Innova Trends Survey 2020

² Healthy Functional Drinks Dominate Market, [Beverage Industry](#)

What beverages work as immunity boosters?

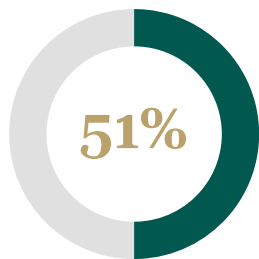
The truth is, brands are finding success in serving up immunity-boosting ingredients in a variety of beverage formats. Trending ingredients include everything from green tea and hibiscus to mushrooms and acerola.



Spoonshot. Based on penetration rate.

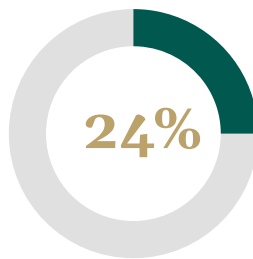
What the future holds for immunity-boosting beverages.

Consumers' interest in immunity-boosting ingredients and their incorporation into food and drinks continues to grow.



around immune-boosting ingredients

and



incorporate into their food and drinks

Spoonshot,
between July 2020 and June 2021

Also, most beverages with functional benefits like immunity-boosting have the potential to create weekly, even daily usage.



FEATURED FFP CONCEPT:

Brewed Green Tea: Fermented Mushroom Beverage with Acerola Cherry & Honey



Brewed green tea:
can increase immune activity



Fermented mushroom:
may boost immunity



Acerola:
excellent source of Vitamin C

III. Clean Energy: Generating Consumer Appeal

Energy drinks have been an established consumer draw for a while now. More recently, there has been a growing movement toward clean label energy drinks which use natural sources to boost energy such as:



Yerba mate extract



Guayusa leaf



Green tea extract



Green coffee extract

By substituting unrecognizable ingredients in traditional energy drinks with known natural (clean) sources, like coffee and tea, consumers can experience the energy boost they are looking for while attaining additional health benefits.



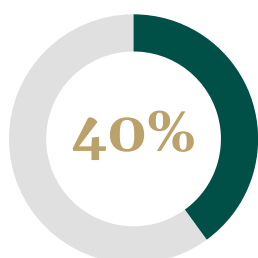
Natural flavors put the “clean” in clean energy.

Flavors such as citrus, dragon fruit and mango along with a variety of berry and tropical flavors are showing up in popular energy drink formulas. Some of the up-and-coming flavors in the energy drink market are botanicals that cater to consumers’ desire for more natural energy options.

What does the future hold for clean label energy drinks?

Consumer desire for more functional ingredients and fewer artificial ingredients bodes well for the future of clean label energy drinks. While energy drink sales in general continue to grow, there is a prime opportunity for beverage manufacturers to stand out from the crowd with the next generation energy beverage.

Anticipated sales
of clean energy
drinks **\$32 billion
by 2025**



of overall energy
drink market

Grandview Market Research



FEATURED FFP CONCEPT:

Brewed Green Tea: Fermented Beet Beverage with Hint of Raspberry



Green tea:
stimulates wakefulness



Fermented beet:
may improve aerobic performance

Why Partnering With FFP Makes All The Sense.

WHY FFP?

Natural plant-based beverage ingredients from FFP empower beverage manufacturers to expand their offerings to meet consumers' evolving tastes and demands.

60% of global consumers intend to increase spending on their health and wellbeing overall¹, making functionality in a beverage offering more and more of a must-have. Partnering with FFP helps you innovate to expand your line with a variety of benefits that appeal to the growing market of consumers seeking out functional beverages. Ultimately, however, if your beverage doesn't taste delicious, there's a good chance it won't make it in the market. FFP knows that flavor is key and it's why we make it a priority.

WHAT FFP OFFERS

FFP gives you access to the flavors, ingredients and innovations that help build your functional beverage portfolio. Our ever-expanding selection of flavors and formats keep your offerings on-trend and in demand and help create the kind of brand loyalty that translates into ongoing sales growth.

Fruit and vegetable concentrates

Bring added flavor and functionality to your latest beverage innovation. Includes such trending ingredients as mushrooms and fermented beets along with fruit powders such as orange, raspberry and lime.

Fermented juices

An up-and-coming category that continues to grow by addressing consumer interest in a variety of functional claims.

Real-brewed teas

Artisanally crafted to offer the perfect blend of flavor and functionality and available in a variety of teas and herbals including green tea, black tea, chamomile, hibiscus and more.

Coffee extracts

Whole-bean extracts along with expertise in conventional brew, cold brew, flash brew, and snap chill.

Speak with your partners at FFP for more ideas on beverage innovations that target mental wellbeing, immunity and clean energy.

¹ Innova Lifestyle & Attitude Survey 2021

Because Real Works®

Functional and tasteful ingredients from FFP deliver on the demand for naturally plant-based and flavorfully on-trend solutions for today's wellness focused beverage market.



Interested in our full array of natural plant-based ingredients including vegetable concentrates and real brewed tea?

Contact us for more product information, formulation assistance, or samples.

About FFP

Florida Food Products, Inc. (FFP) has offered a portfolio of healthy, naturally sourced plant-based food and beverage ingredient solutions for over 65 years. Based in Eustis, Florida, FFP has extensive manufacturing capabilities including extraction, fermentation, drying, and blending technologies, with vegetable juice concentrate production facilities in Florida and premium brewed tea, coffee, and botanicals in John's Creek, Georgia. Today, FFP is committed to providing innovative clean label solutions that naturally provide exceptional food protection, flavor, color, texture, and yield improvement for a variety of applications, including processed and cured meat, beverages, plant-based, health and wellness, culinary, and pet nutrition. FFP believes in improving the food and beverages we eat and drink with ingredients from nature that work. Learn more about how FFP's natural ingredients can help elevate your next food or beverage while meeting the needs of today's and tomorrow's consumer at www.floridafood.com.

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