

# 3 GLOBAL FOOD TRENDS

AND THE CHALLENGES THEY POSE FOR MAYONNAISE PRODUCERS



1

## PREMIUM & NATURAL

Many of today's consumers look for more natural products that are closer to traditional recipes. These are often made of high-quality ingredients, and without additives – what are often referred to as “clean label” products. In the case of emulsified sauces, this often means higher-fat products.

### EXAMPLE

Real, thick & creamy mayo.

### CHALLENGE FOR PRODUCERS

To remain competitive, mayonnaise manufacturers must offer consistently high-quality products – not least, a sauce that never breaks – while remaining as cost-efficient as possible.

### SOLUTION

Select a mixing technology (combining mixing equipment, methods and know-how) with predictable and consistent sauce quality at every scale.



2

## HEALTH & WELLNESS

The links between diet and health are today widely recognized, and while obesity is a growing problem in many markets, concerted efforts are underway on multiple fronts to tackle it. These developments are forcing sauce manufacturers to adjust their product mix to stay competitive.

### EXAMPLE

Mid/low-calorie mayonnaise.

### CHALLENGE FOR PRODUCERS

Healthier products involve reformulation of products by reducing fat, sugar and salt and adding other functional ingredients to mimic traditional recipes. Manufacturers need to achieve faster development of more popular products, while ensuring their processes are up-to-date to meet efficiency needs.

### SOLUTION

Look for a solution provider that can support innovation and facilitate smooth adaption to new trends, enabling the production of a wide product range.



3

## FREE-FROM

Vegetarianism and veganism are booming in many industrialized countries as some consumers change their eating habits for animal welfare or environmental reasons. Food manufacturers also have to contend with egg shortages and price spikes that influence recipes, and so are increasingly developing dairy-free and egg-free alternatives.

### EXAMPLE

Egg-free mayonnaise.

### CHALLENGE FOR PRODUCERS

Food producers need to simplify expansion to a versatile product mix. Important to be or remain competitive as they change some key ingredients.

### SOLUTION

Remember when selecting key ingredients that the right mixing procedure can give benefits such as shorter batch time.

