

Q&A - From The Bench

Solving Formulation Challenges for Plant-Based Proteins

- 1. Why are formulators continuing to develop products with plant-based proteins?**

Many consumers have turned to using plant-based ingredients, including proteins, while trying to improve their overall health. In fact, plant-based protein options could make up 7.7% of the global protein market by 2030¹. Although consumers still find milk protein the most appealing protein source, plant proteins have now become a close second². All this consumer demand has led to brands branching out and creating new types of plant-protein products to meet consumer desires.
- 2. Are there any challenges formulating with plant-based proteins?**

Many plant-based proteins are difficult to formulate with due to their unpleasant taste and texture. Common challenges include bitter tastes, grittiness, and grassy or hay-like off flavors. Fortunately, there are different flavor modification techniques flavorists can use to improve the taste and texture of these products.
- 3. Is this why Prinova is launching Plant Blocker?**

Exactly! Since plant-based proteins do not taste good on their own, we wanted to develop a solution to ensure consumers get the best tasting products on the market, no matter the protein source. From plant-based protein drinks, to dairy and meat alternatives, Plant Blocker can help negate many of the issues that come with plant-based proteins.
- 4. How does Prinova's Plant Blocker help the formulation process?**

Working with Prinova's new Plant Blocker can help speed up the formulation process by negating many of the taste and texture challenges that pop up when flavoring a product. By cutting down the bitterness of pea, rice, and other proteins, as well as improving mouthfeel, creating a great-tasting product is even easier. Also, when blended into a complete flavor system, brands can purchase less sku's improving manufacturing efficiencies. On top of that, Plant Blocker can be labeled as a natural flavor on an ingredient deck.



Alex Amann
Junior Flavorist



Contact us for more information or to request a sample of the NEW Prinova Plant Blocker.

1 - Bloomberg, Plant-based Foods Market to Hit \$162 Billion in Next Decade, Projects Bloomberg Intelligence

2 - FMCG Gurus, Consumer Perspectives on Protein Consumption