



Key trends translated to products & processing

with Katy Revels, PhD.

Content



About Us

Who are we and why are we telling you this?



Consumer behavior & trends

What motivates consumer behavior? What is the consumer looking for?



Product & processing solutions

How to respond to these trends? What challenges does this imply for production?



Supply chain concerns

How important is transparency and sustainability to our consumers?

About us

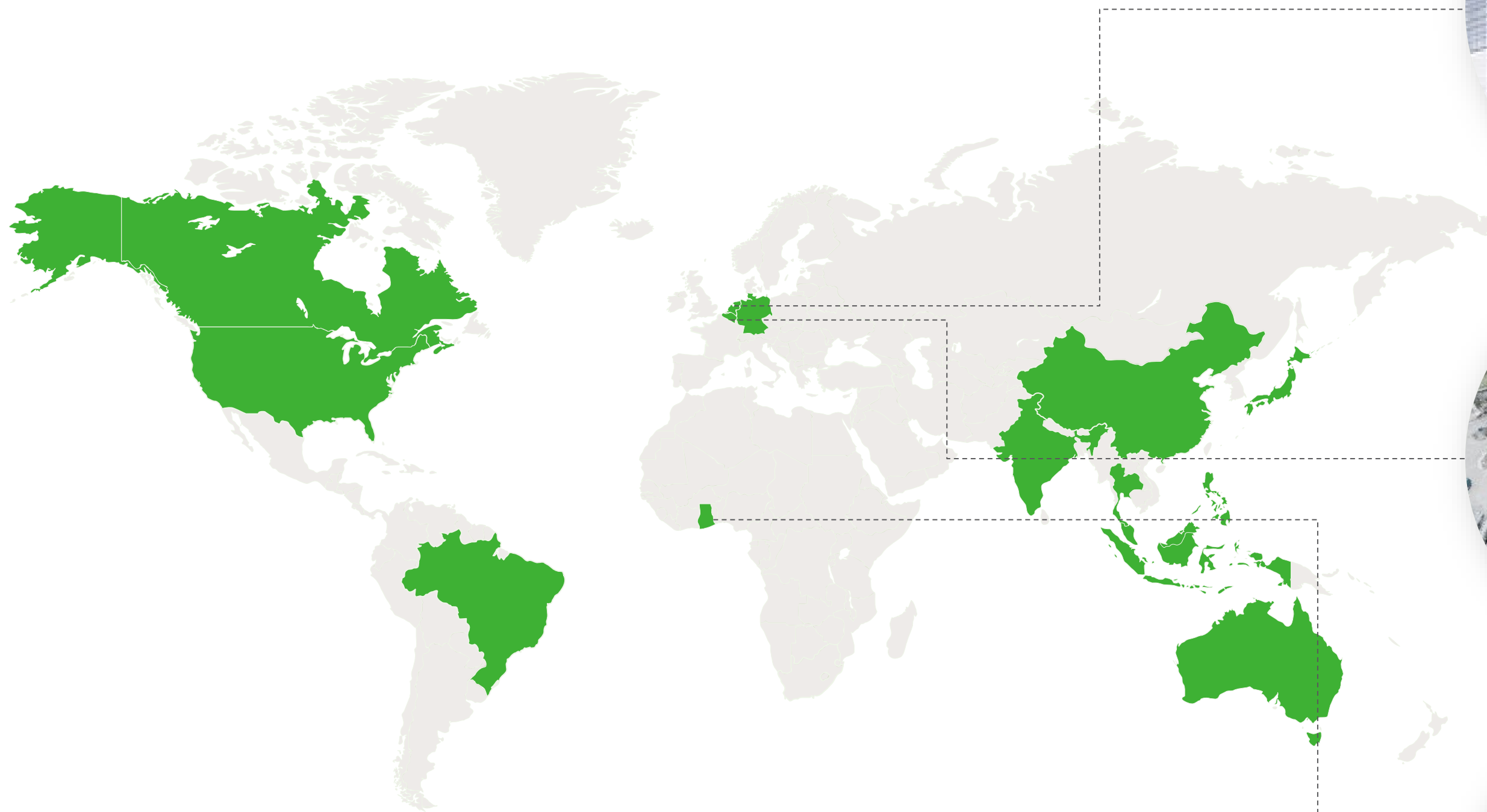


Hi! I'm Katherine Revels.

Development & Process Manager at Fuji Oil Europe



The Fuji Oil Group



The Fuji Oil Group, with headquarters in Osaka, Japan, is a worldwide player with its core business in 4 fields: vegetable oils and fats, industrial chocolate, emulsified and fermented ingredients, and soy-based ingredients.



Fuji Europe Africa

The headquarters for the business in Europe and Africa with the aim of optimizing group synergies and business expansion.



Fuji Oil Europe

Our Belgian production plant produces **oils & fats** as well as **industrial fillings & compounds** for mainly the European market.



Fuji Oil Ghana

Our company in Techiman, Ghana specializes in the sustainable production of shea butter, olein & stearin.



Consumer behaviour & trends

What motivates consumer behaviour?



Flavour



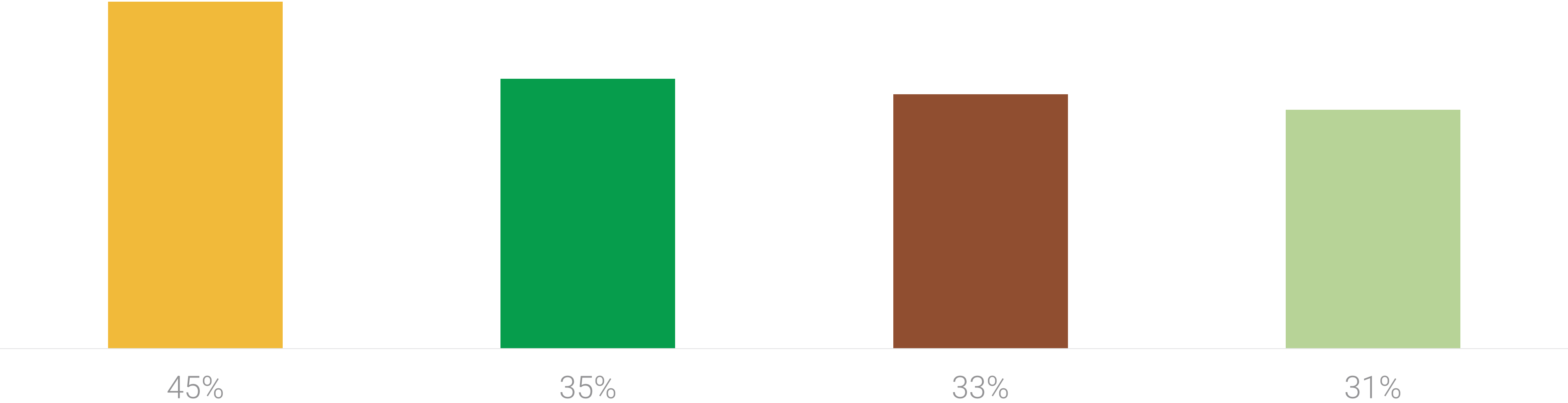
Indulgence



Cost



Which of these values, related to eating, are most important to you?
(% respondents averaged across 11 countries - 2021)



Wellbeing
(eating healthily)



Equality
(food should be affordable and accessible to all)



Honesty and transparency
(ingredients, sourcing)



Sustainability
(kind to the environment)



The 'Feel Good Consumption'

Source: Innova Market Insights

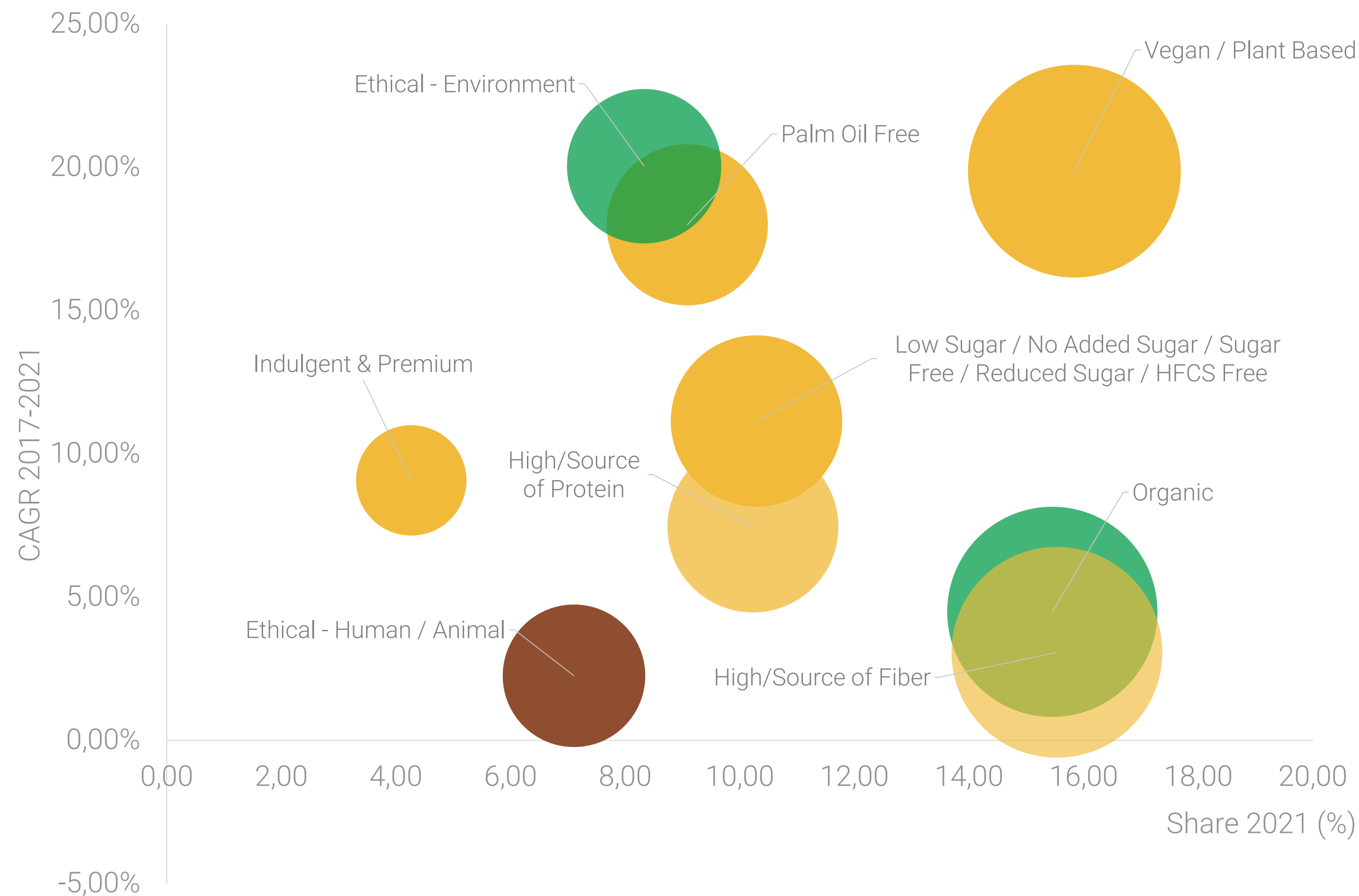
Connecting
Health
Environment
&
Community



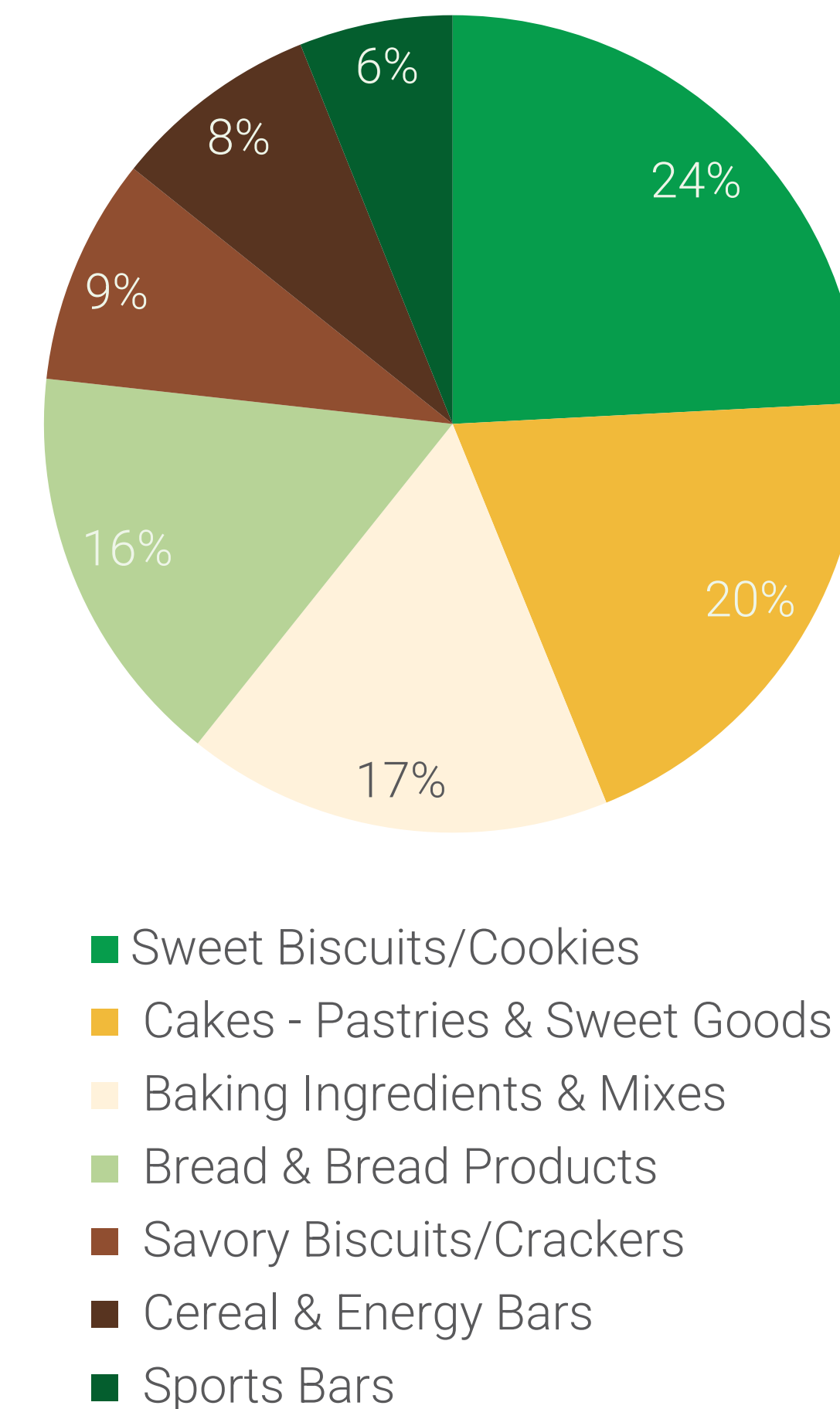
Commercial products shown in this presentation, originate from INNOVA's New Products Database

The 'Feel Good Consumption' product claims

Growth (CAGR) and market penetration of selected claims as a percentage (%) of “bakery – cereal & energy bars – sports bars” product launches (EU countries + UK, 2017-2021)



Personal Environmental Societal



‘Feel Good Consumption’ product examples

Highlighting vegetable proteins, focus on sustainable sourcing, palm oil free claim... these are just a handful of examples of how consumer mindset is translated into product marketing.



+128%

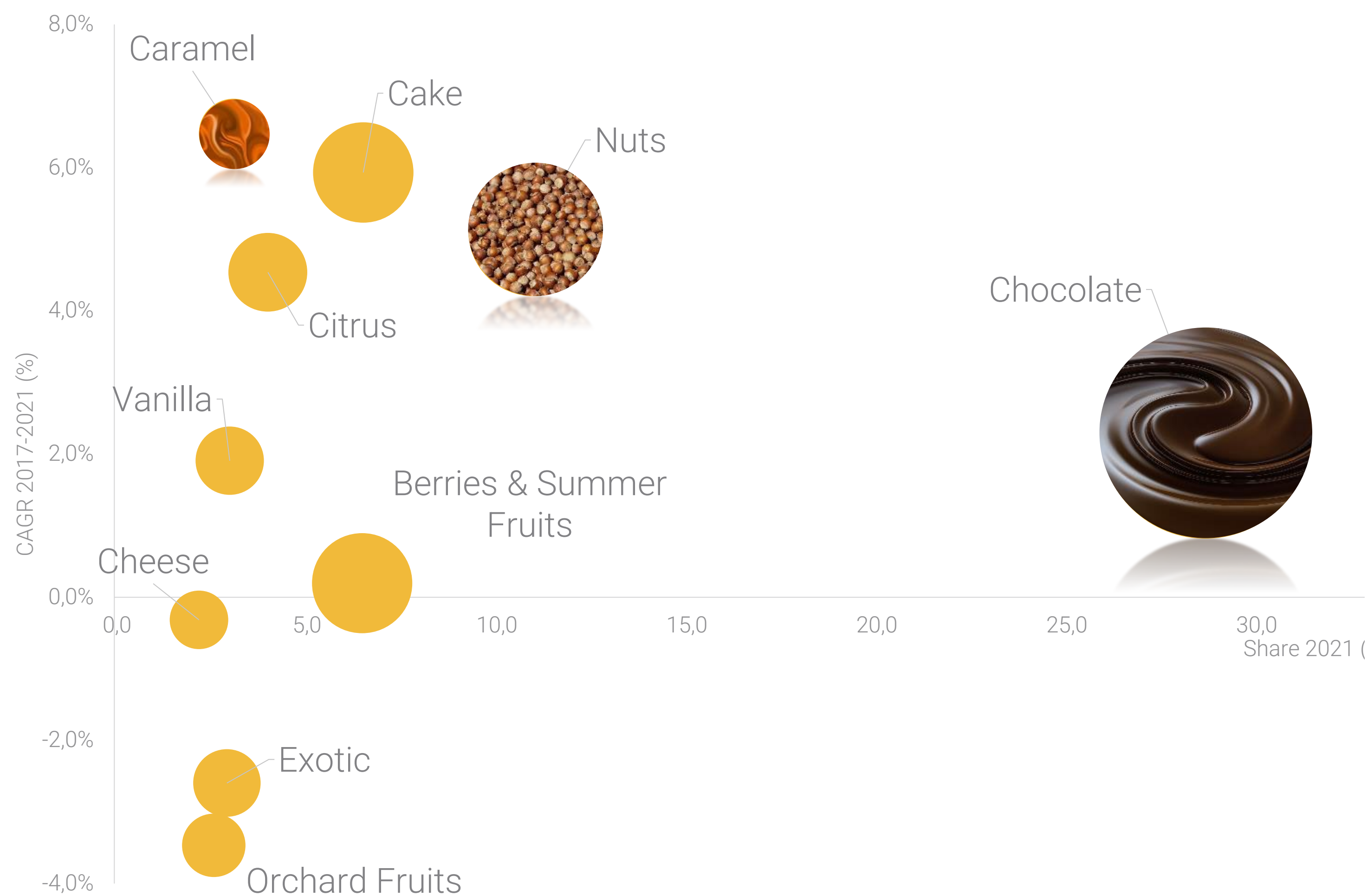
growth in bakery* product launches with a **plant-based** and **an ethical – environment** claim (EU countries & UK, CAGR 2017-2021)

* bakery – cereal & energy bars – sports bars



Popular flavours in the bakery segment

Growth (CAGR) of top 10 used flavours in the “bakery – cereal & energy bars – sports bars” product launches (EU countries + UK, 2017-2021) versus the share of the flavours as a % of total product launches within the category in 2021



nuts and seeds were selected by 61% of global consumers as their preferred sources of protein in 2021

Source: Euromonitor International - Voice of the Consumer: Health and Nutrition Survey, fielded January-February 2021 (2019 n: 3,940, 2021 n: 4,669)



Heavenly Hazelnut Digestives

Caramel & Milk Chocolate



The background of the slide features a large industrial mill, likely a ball mill, with a prominent horizontal band of reddish-brown material, possibly a mineral or ore, being processed. A large, solid yellow circle is positioned on the left side of the image, partially overlapping the mill. The text "Product & processing solutions" is written in white, sans-serif font within this yellow circle.

Product & processing solutions

03

New trends, new challenges

We will take a closer look at some of the trends and how they translate to products and processing.



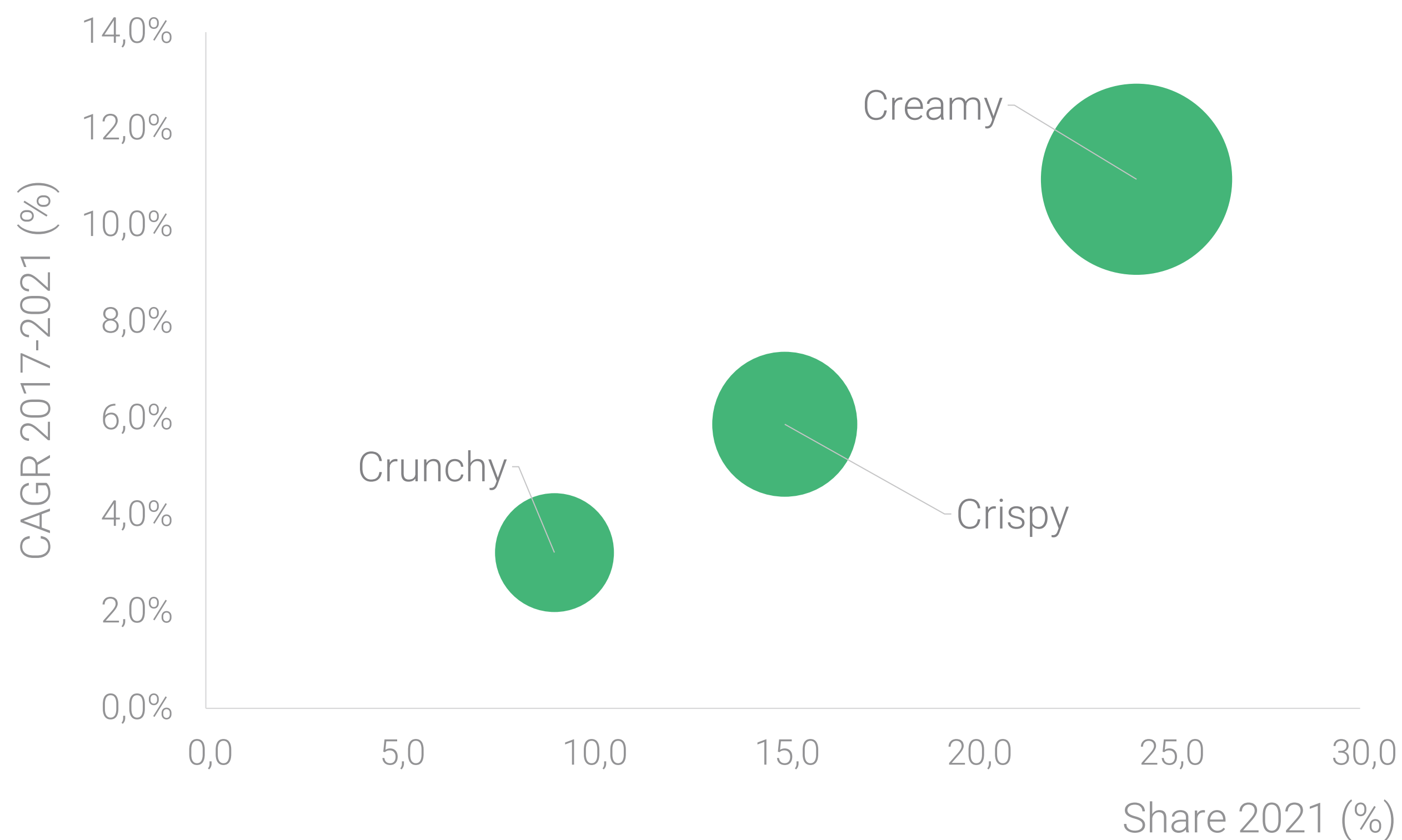
Hardstock and nuts



Biscuit creams

These trends each present their own specific challenges and thus need specific solutions

Nuts about nuts



Growth (CAGR) and market penetration of selected claims as a percentage (%) of “Sweet biscuits with Nuts&Seeds” product launches (EU countries + UK, 2017-2021)



Case study: nut coating

Fat-based coating

Next to chocolate, fat-based coatings are well liked and have some important advantages.



- Cost-effective
- Quick setting
- Homogeneous crystallization
- No tempering
- No cracking



Fat-based coating as a solution for nuts

With some of our custom-made fat solutions, we see the nut oil being integrated in a dense crystalline network. This leads to an impeccable result.

A study by the Laboratory of Food Technology and Engineering of Ghent University

Crystal network after 15 minutes of crystallization at 20°C.

PALM
OIL

VS.

OUR
OPTIMIZED
FAT

200 µm

200 µm

Case study: nut biscuit cream



Both applications are similar but need a different approach. Imagine the one product with the filling of the other one.
Awkward, right?

Hazelnut cream filling

A fat that makes sure there's no leakage during baking and is smooth afterwards is just what this kind of product needs.



Hazelnut cream topping

Here we would need a fat solution that guarantees quick setting and optimal crystallization behaviour.

Case study: nutty pastry filling

Chocolate filled croissant

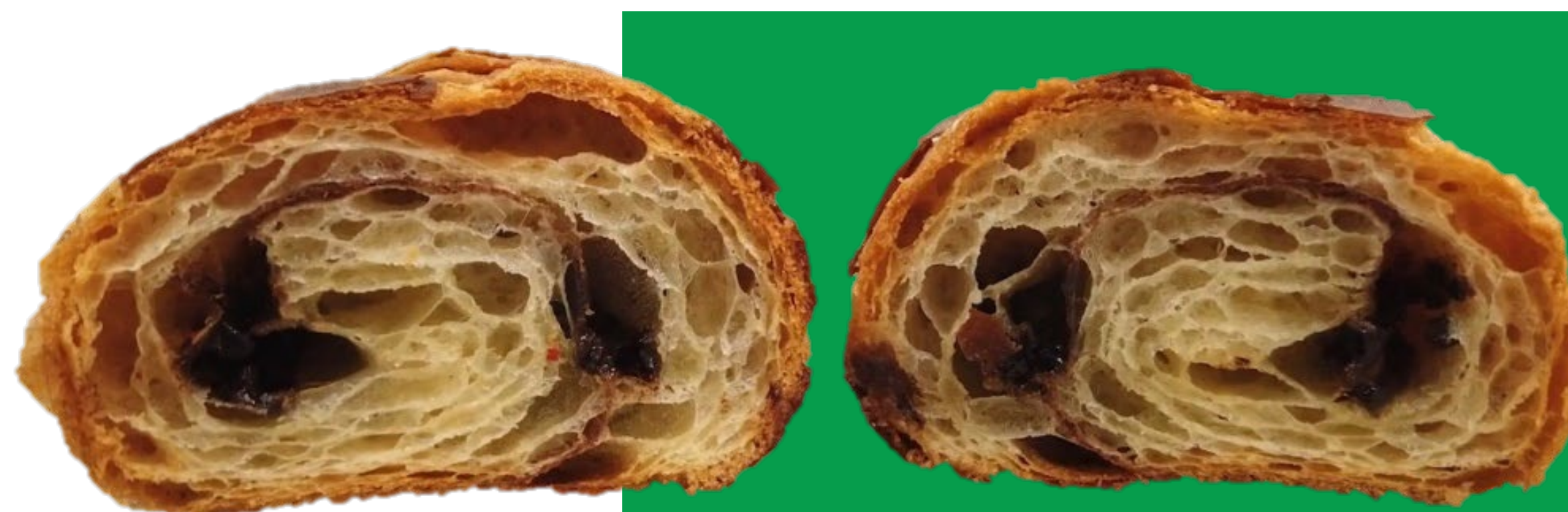
The right functional plant-based fat can provide a ready-to-use, pre-texturized, pumpable, bake-stable filling.



Optimized depositing texture

Bake-stable

Pre-texturized options



Biscuit cream trends

Consumers are reluctant to compromise on moments of indulgence while also being concerned about health and nutritional intake.

NUTRITION



More healthy
Less guilty



Light &
Fresh

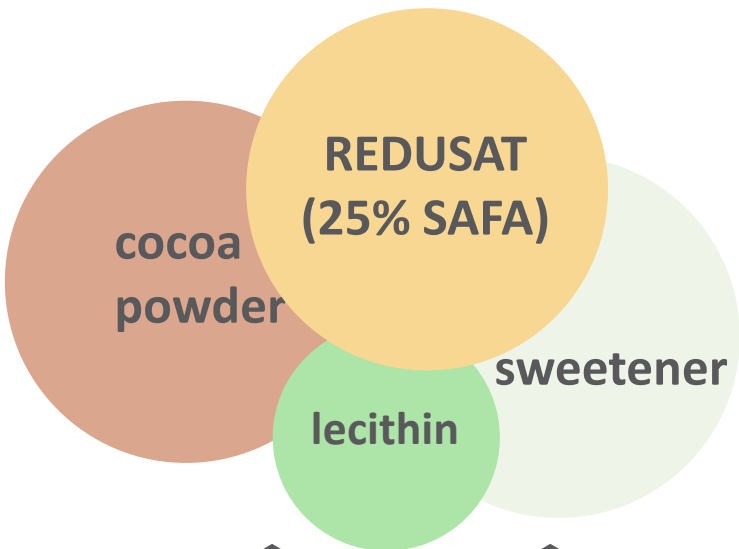


TEXTURE

Making indulgence guilt-free

One of the opportunities to make an indulgent food healthier and easy on the guilt, is lowering the amount of saturated fats.

Sustainable sourcing
Less saturated fat
Non-palm



scraped surface
heat exchanger

T: 25°C



pressure mixing head: 5 bar
speed mixing head: 125 rpm



aerated cream,
ready to deposit



Longing for lighter texture

Lighter cream textures gain popularity, especially in combination with very thin biscuits. There are several fat technologies available to make sure the consumer has a lighter, fresher taste and texture experience.



Aeration

Fresh melting fats





Supply chain concerns

04

A sustainable future

Nutrition and sustainability go hand in hand

The global megatrends, as identified by Innova, are clearly expressing the consumer's environmental and societal concerns and the desire to have a positive impact.



CLIMATE WATER FORESTS

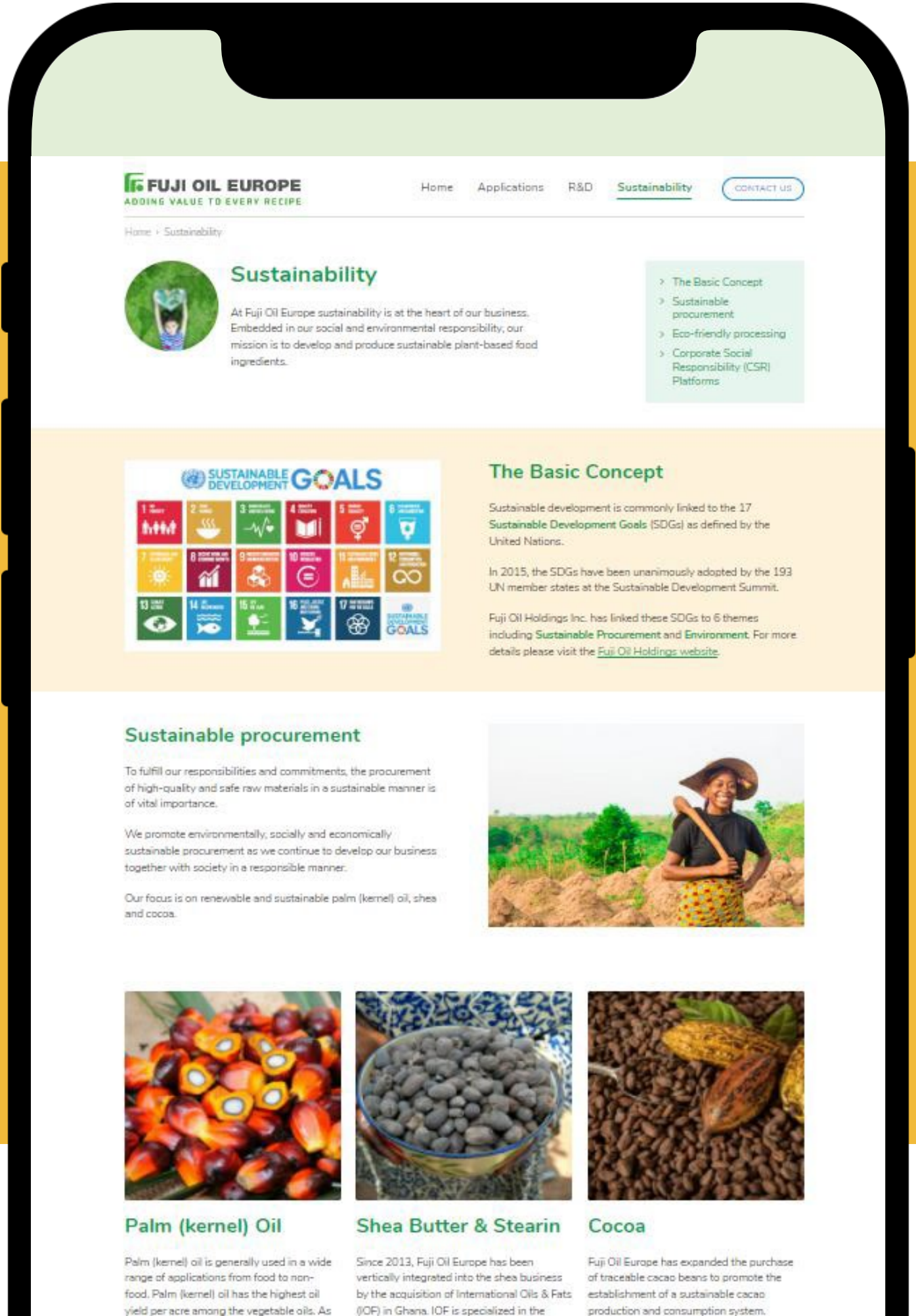
My Health

The Planet's Health



Want to know more? Check our website.

At Fuji Oil Europe sustainability is at the heart of our business. Embedded in our social and environmental responsibility, our mission is to develop and produce sustainable plant-based food ingredients.



Snacking & intertwined trends

Fillings for pillows snack

In our innovation pipeline... taking into account present-day & embedded trends/expectations:

- ☒ Vegan
- ☒ Caramel taste
- ☒ Sugar reduced
- ☒ Plant-based protein
- ☒ Sustainability
- ☒ Labeling (non-palm, natural flavour)





 **FUJI OIL EUROPE**
ADDING VALUE TO EVERY RECIPE

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