HEALY NEWS

Issue 25, January 2021



Dear Friends,

A new year is a new beginning; a new page to be turned; a new chapter to be written. 2021 will not be different in this respect. We all hope that there is truth in the translation of the Greek word for crisis, "*Krinein*", meaning a turning point - a time to explore and grasp opportunities.

2021 is a year that offers many opportunities to explore and new ways to think about our world. The pandemic has been difficult for many people, and we must first acknowledge the many who passed and their families for their loss. However, we cannot be paralysed by the Covid crisis; instead we must identify ways we can protect our environment and support those less fortunate.

The need for open communication between our home-working teams and those on-site was paramount in 2020, and we have learned the importance of new technologies. Purpose-driven leadership to support employee health and wellbeing has also been vital during this period. Both of these aspects of 2020 working life have become a core part of our operations, bringing everybody closer together not just in the pandemic, but as we look to the future.

The completion of an agreement between Britain and the European Union is very welcome, in particular to those of us on the island of Ireland. Supply chains will be affected and we have put measures into place to ensure we offer reliable delivery models. We continue to be customer-centric and operate flexibly to support our stakeholders and offer a seamless supply of goods.

The Healy Team are part of your operations and will adapt to meet your needs.



Maurice Healy,

CEO

ADDING TASTE TO VEGANUARY WITH EXTER



- NICK MOORE, BUSINESS DEVELOPMENT MANAGER

With more people than ever signing a vegan pledge this January, the pressure is on to turn our plant-based NPD into flavourful success stories



Over the last three years both veganism and the Veganuary campaign have increased in popularity across Europe. With Irish and UK consumers becoming more conscious about their health and aware of the environmental impact of their diets, Veganuary is a perfect opportunity to trial being part of a solution.

Its clear to see when you walk into any supermarket that this consumer movement is also dictating significantly more shelf space, with many retailers investing into expanding and marketing this plant-based movement.



Healy Group and our partners have worked hard to develop solutions which help our customers target the vegan trend. In addition to our growing range of PrimaTex textured plant protiens, we also work closely with Edlong who have an extensive flavour portfolio for vegan dairy products looking for an authentic taste. We are also partnered with Exter, “the home of taste” who supply us with a variety of vegan meat tastes and taste improvers.



INTRODUCING THE HOME OF TASTE

Exter are world-renowned for their traditional cooking methods; natural ingredients are slowly reduced and then roasted in the oven. This produces authentic, home-cooked tastes on a professional scale. 95% of their portfolio is vegan or vegetarian, making them ideal for Veganuary innovation. Whether your product is chicken, pork or beef-based, Exter have a number of tastes based on cooking processes such as pan-fried, roasted or boiled.

We hand over to Robbert Rosenkamp, Sales Manager at Exter to tell us more on what their range can do in plant-based applications.



EXTER

Home of taste

> After January we will continue our taste journey and develop even more vegetarian and vegan tastes

Veganuary…. A plant-based diet in January! It's an initiative to do something for the climate, your health and to challenge yourself. It inspired already more than half a million people in 192 countries.



SUSTAINABLE FOOD SOURCES

Did you know that 95% of our current portfolio is vegan?
We enable our customers to create great tasting products from more sustainable food sources. At Exter we have supported the leading companies with their plant-based meat replacers since the beginning.

We offer a wide range of plant-based beef tastes, chicken & pork, umami, roast and off-note masking tools. While creating a tasty plant-based product you typically go through three steps to create the taste:

1. **Mask Unwanted Notes** - Plant-based protein sources can have a cardboard-like or bitter protein taste. Combining our Masking Tools and a taste solution can solve this.

2. **Create Taste** - Years of experience in Maillard reaction and our unique oven technology enables us to form typical meaty tastes based on 100% plant-based ingredients with positive labelling.

3. **Boost Taste** - Looking for intense tastes at a good cost in use, we can offer boosters to give you a strong and long lingering taste that gives that typical 'I want more' feeling.



4. **STAY TASTY!**

Plant-based proteins for meat replacers need to undergo a few harsh processes, stay stable while freezing, baking and deep frying. Our taste ingredients will keep their delicious taste during these processes and in freezers or cupboards.

TECHNICAL TRENDS FOR 2021

- PAUL SHELDRAKE, GROUP APPLICATION & TECHNICAL DIRECTOR

The start to 2021 is definitely different but in many ways eerily similar to that of 2020 when it comes to development activity.



In January much of our NPD landscape has a heavy emphasis on veganism and general health and wellness trends. With regards to plant-based products, the vegan dairy trend is one such area where we have seen a lot of activity, particularly with the clarification of vegan 'dairy' product naming by the EU.

The challenges when developing vegan dairy products are threefold; ensuring greater authenticity of taste and texture, improving their nutritional profiles and improving process performance. For plant-based meats the challenges are very similar, and many companies are looking at widening their portfolio of alternative proteins to meet different briefs.



ALTERNATIVE TEXTURED PROTEINS

Our pea-based PrimaTex® products are already being succesfully applied in a number of applications for improved functionality. We are now looking at how we can extend our PrimaTex® range to offer new raw material options as demand grows for alternative protein sources.

For texture, new starches from our partners in Emsland and Beneo are being introduced to help customers who want to move away from 'modified' starches to cleaner-label and functional alternatives. The most recent have been able to help in areas such as coatings and the forming of films and gels.



Finally the "less is more" approach continues apace as customers look to improving the nutritional profile of their products. Salt, sugar and fat reduction as well as protein and fibre enrichement remain in demand. For many of our fat reduction projects we are able to apply SenseFi, a multifunctional cellulose fibre which provides bulk and an indulgent mouthfeel.

Click Here to watch our Two Minute Training video on SenseFi!

MEET THE TEAM: GARETH HEALY, GROUP SALES DIRECTOR



For this issue we are talking to our Group Sales Director Gareth Healy. Based in our Dublin office with an impressive 16 years in the family business, he tells us all about his love of travel, gigs and pizza!

Q1. What do you enjoy most about working for Healy Group?

I enjoy how we have influence over food trends within our industry. Introducing a new ingredient to a client and seeing that on the shelf in a retailer is so very satisfying.

Q2. What does your job involve day-to-day?

I run the commercial arm of the group. This is predominantly focussed on our sourcing and sales divisions. Supplier relationships are equally as important to our business as client relationships, so managing these is a top priority for me.





Q3. What food trends do you think will be important for your customers in 2021?

Covid has created a shift in what consumers want from their food. Functional foods and enriched foods will be big drivers for 2021. The Vegan movement shows no sign of slowing down either and we are proud to be involved within this growing industry.

Q4. What are you most excited for in 2021?

Getting on a plane and travelling again!! I love to travel the world, meet new people and experience new cultures. Our supply base is global and once we are free to travel again, I will be visiting them all.

Q5. Do you have any hobbies or interests?

I usually love going to gigs, but that part of my life has been empty in the last year for obvious reasons. I love playing golf when I can and sport is a big part of my life, although it is mainly watching these days.



Q6. What's your favourite food and why?

Hands down, no question…. Pizza is the food of gods!



THE IMPORTANCE OF INTERNSHIPS

- FRIEDA KEMPER, 2020 HEALY GROUP INTERN

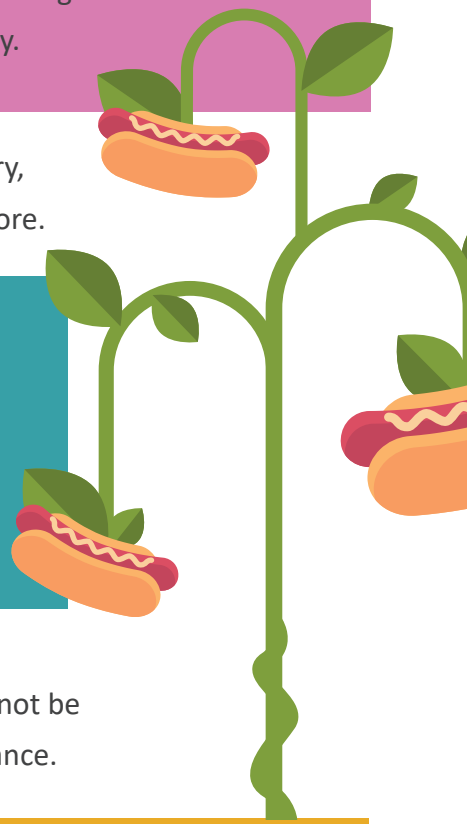
I am a Frieda, a student from Germany doing a sixteen-week internship at Healy Group. As I study Intercultural Economical Psychology , I ask myself how different our cultures are. In recent decades our cultural differences have been regressive; we can connect wherever we are with whoever we want.



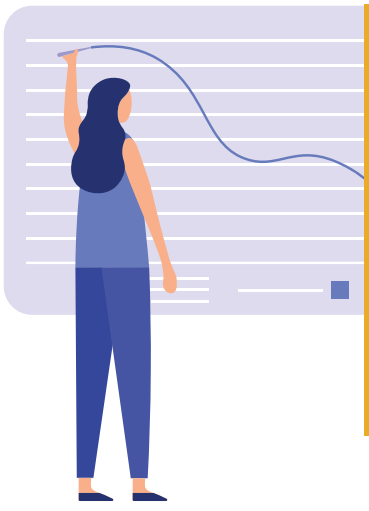
To be honest, there are not many differences between Germany and the UK except from the lack of surnames and no deposit for your cans. And not to forget driving on the left side which took some courage from me! Therefore, I would instead like to highlight the advantages of an internship beyond the borders of your own country.

This internship was important for my personal growth. Alone, in another country, knowing nobody and having new tasks that I had not been confronted with before.

Healy Group are a very future-oriented company. Will the food industry ever stagnate? Will there not always be new ideas and trends? I find myself following upcoming trends, and personally eat no meat for the first 6 months of the year. This was not conceivable for a long time but now that there are plenty of suppliers, plant-based demand is continuing to grow.



Some individuals like me just choose to avoid certain foods but others have to because of allergies. We must further consider that our meat consumption cannot be covered in the long run, which is why the alternatives gain in value and importance.



RESPONDING TO TRENDS

At Healy Group I learned that it is important to understand the market and consumers in order to be able to respond to them. This is especially important for the Healy Group, as they follow the motto “Where your needs become our focus”. Furthermore, it is also important to discover new trends at an early stage in order to market to them effectively.

Internships help you in your soft skills and most importantly give you an insight into the theory you learn in college, because we all know that theory and experience are not always the same, and you learn the best when you do it by yourself. Of course, there are also less rewarding tasks as an intern, but everyone has to go through them. I have to say that these have been very limited!



I was also pleased that I was able to work much independently and thus to grow above myself, and I was given a lot of creative freedom to integrate my own ideas. I felt very warmly welcomed from my first day and can say from the bottom of my heart that every employee of the Healy Group has improved my stay.

GROUP NEWS



Although Christmas may seem like a distant memory, our team still got involved in charity initiatives in the run-up to the season of giving. Christmas Jumper days for Save the Children UK and Focus Ireland were a great way to take part via Zoom!



Additionally, pictured left is the first prize winner of our first ever charity photo competition, shot by our Food Technologist Genna Freeman Dennis. Open to the team and their friends and family, the theme was "Autumn and Winter Happiness". A total of £260 was raised which will be split evenly between Mental Health Ireland and Mind charities!

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