

# HEALY NEWS



Issue 17, January 2019



Welcome to 2019; a year that will present many challenges, in particular the uncertainty surrounding Brexit.

The Healy Group operates across Europe, with the United Kingdom as our largest market. We are working closely with our customers to create contingencies and have their raw material requirements covered. Our partners are predominantly European, which will add to our endeavours to be prepared.

The departure of the UK from the European Union is not just a local issue. It will affect the way business is done around the world and most importantly how we service the 440 million people in Europe. The familiarity of importing from outside the European Union ensures we have the expertise in-house, and our sizeable warehousing also gives us the scope to carry large inventories.

Our Innovation Centre has proven to be a great success during 2018 and we will continue to invite our customers to our 2019 seminars.

It is very interesting to observe what has been trending in 2018 and what we can expect from 2019 (page 2). There is no question that reduced salt and sugar will continue to be in focus, in addition to vegan and vegetarian innovation.

Given the constant conversation about global warming we are continually looking at our carbon footprint. We aim to bring our facilities and our transport systems up to the highest efficiency and renewable specifications.

2019 also offers me the opportunity as president of [www.indisgroup.com](http://www.indisgroup.com) to welcome members from around the world to Cork, Ireland, in June for the annual conference.



Maurice Healy  
CEO

# 2019'S TOP TRENDS

## HANNAH RACKHAM, MARKETING MANAGER



All in the industry will know the difficulty in anticipating which dietary fads will become firm trends for the future. When looking at ingredient innovation the task is often more difficult; how do we translate Instagram hashtags into functional ingredient offerings?

Our trend predictions serve to add clarity as to how our ingredient portfolio can assist in meeting some of the key consumer demands for the coming year. From our hunger for junk food to mindful choices, let's dive into the menu for 2019...

## FOOD ACTIVISM

Many of the trends in 2018 were shaped by an overarching theme of ethical eating and food activism. As we move into another record-breaking year for "Veganuary", it's clear this focus isn't budging in 2019. Including vegan food, recyclable packaging and environmental claims, many consumers are looking to make informed choices which make a statement and better reflect their personal morals (Mintel 2018).



In the industry this means further innovation, particularly in the areas of dairy-free where repeat purchases are lower suggesting poor sensory appeal (AHDB Consumer Focus Report, 2018). Edlong's range of dairy-free dairy flavours and Emsland's starches are particularly helpful here to create tastes and textures which closely reflect originals.

Quality of taste and texture in meat substitutes will be also be a key differentiator, driven by a desire for authenticity. Interest in Exter's range of vegan meaty flavours continues apace, with their beef, chicken and pork flavours proving popular in a number of meat-free applications.

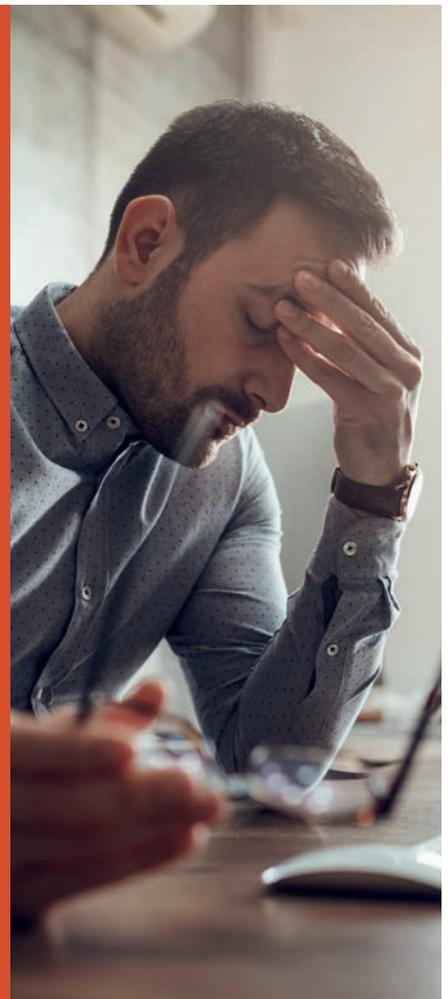


# SELF-CARE

Self care through food and drink is not a new phenomenon, whether it's prebiotic yoghurt drinks or cholesterol-busting margarine. For 2019, Mintel estimate that ingredients designed to combat stress and fatigue will increase in popularity.

NutraIngredients also predict a focus on the mind in 2019, with consumers looking to improve their cognitive function and "mental age". Gut bacteria is increasingly being linked to brain power, boosting the appeal of fermented products and prebiotics.

In addition to BENEÓ's range of functional fibres for improved digestive health (page 7), Healy Health & Nutrition supply a number of ingredients which address this trend. A specialist example is BioPQQ®, an ingredient designed to support cognitive function by promoting Nerve Growth Factor (NFG) in the brain.



# INDULGENT REBELLION

From fully-loaded freakshakes to decadent doughnuts, this trend is all about aesthetic-driven indulgence. Predicted by Globaldata (2018) to be a top trend for 2019, "The Revenge of Sugar" sees consumers embracing the fun and nostalgia of sweet treats and junk food.

However, increased government pressure still necessitates further innovation for these indulgences to be healthier where possible. Lower fat or sugar versions of our favourite sweets and desserts allow the best of both worlds for consumers.

For fat, Borregaard's SenseFi cellulose fibre has been proven in a number of applications to replace fat and reduce calories whilst maintaining sensory appeal. It is particularly suited to low fat ice creams and frozen desserts, where it provides a smooth mouthfeel and creamy, indulgent texture.





## THE WAR ON SALT

The war on salt continues in the wake of Public Health England's salt reduction targets set back in 2017. Recent press reveals that many sectors have missed the mark, renewing public interest once again. In our end of year survey in December 2018, "Low Salt" was voted as the third most important trend for manufacturers in 2019, following Vegan and Vegetarian respectively.

Thankfully, reducing sodium doesn't have to be a complicated process. Saltwell Low Sodium Sea Salt provides 35% less sodium with a 1:1 swap. As it is a single naturally-occurring grain, it can be simply labelled as "salt" or "sea salt" whilst keeping the taste and functionality of regular salt.

## TRANSPARENCY

Similar to "Food Activism" (page 2), this trend is a natural succession from clean label which has dictated much of our efforts in recent years. Transparency means different things to different people. According to Mintel, this varies from the topic of food and ingredient safety to provenance.

Going back to basics with cleaner labelling is a good starting point, as is an affirmational approach with packaging claims. Highlighting that the product is preservative-free or all-natural remains a good selling point for many European consumers (Beneo Consumer Research 2018).

Our technical team are experts in replacing modified starches with clean label alternatives, such as Emsland Group's Empure range. In addition, Domca's natural preservatives are proven to provide clean label solutions in a number of products worldwide.



For further information about any of the trends or products mentioned, please feel free to drop us an email on [info@healy-group.com](mailto:info@healy-group.com). We'd be delighted to hear from you, and look forward to the exciting new projects that 2019 has to offer!

# A WHIRLWIND INTRODUCTION TO THE HEALY PORTFOLIO

## NICK MOORE'S TRAINING JOURNEY



### EMSLAND EMLICHHEIM

After a whirlwind 4 months of learning, training and getting an understanding for how the Healy Group works, I found myself in an airport departure lounge awaiting my first trip abroad for a four-day intensive training course with Healy partners Emsland Group.

Before long I was walking into Emsland's state-of-the-art pilot plant in Emlichheim, Germany. This purpose-built facility consists of a collection of laboratories, small production spaces and presentation rooms. The four days were structured with theory sessions each morning, with members of the Emsland development team presenting on specialist subjects. These were followed by practical sessions every afternoon to reinforce our knowledge.



### STARCH APPLICATIONS

For me, learning about how starches work in different applications was very beneficial. Whether it's bakery, confectionary, sauces or soups, Emsland have a potato or pea starch for the job.

I was particularly interested in their specialist starches for snacks. In extruded potato snacks, Emsland's starches manage the water distribution in the dough to create an excellent shape and fried structure. When it comes to nuts, Empure AKJEL 100 Nut Coating can help to achieve a range of textures from soft-crunchy to hard-crisp.



# THE HOME OF TASTE

One month later I found myself in the same airport lounge waiting for my next flight to another training session. This time was for my “baby” Exter, whom I look after at Healy Group.

Exter are leading the way with savoury vegan and vegetarian flavours from their Amsterdam location, a converted industrial area that now hosts a collection of office spaces, boutique restaurants and shops.

On the morning of the first day we learnt about Exter’s new clean label flavour enhancer lines Savourex and Culinairex, made from extracts of onion and mushroom. The group was then split into five teams, each focusing on a different aspect of Exter applications such as bouillons, snacks, meat, and meat-free.



## BOUILLON BALANCE

During the bouillon demonstration, I experienced first-hand the amazing flavour impact that Exter’s clean label flavour enhancers have. For a person that loves rich food with a lot of depth, they really hit the spot for me.

We made a range of different bouillons starting with a Hydrolysed Vegetable Protein base. We added different layers of vegetarian meat flavours, including beef, pork and chicken. Next came their natural flavour enhancers and finally salt (at a low dosage) to create the perfect balanced bouillon.

I’m by no means an expert yet, but these hands-on training sessions have helped me to approach customers with confidence that I can recommend the right product for the right application. The two trips have really helped me, and with the support of Healy and our partners I have a lot to be excited about.

# DRIVING INNOVATION WITH BENEEO

JAMES MCWILLIAMS-GRAY

**beneo**

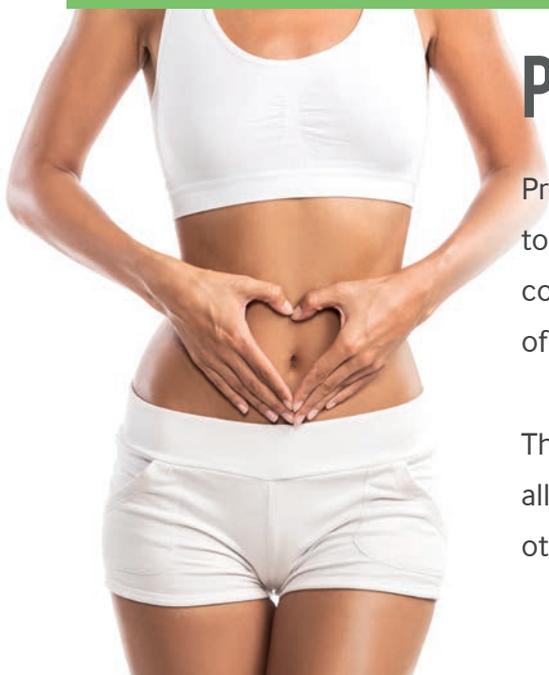
connecting nutrition and health



## HEALTHY SOLUTIONS

We are lucky at the Healy Group to have a fantastic relationship with all of our suppliers and none more so than Beneo. Their focus on healthy ingredients and clean label solutions allows us to deliver on our main goal as a company, driving innovation.

With digestive health featuring high on the list of consumer trends for 2019 we are in a fantastic position with Beneo's range of inulins, offering our customers a wide variety of benefits and flexibility in terms of application. Whether our customers require clean label options for fat reduction, healthy alternatives to sugar or fibre enrichment, these are all possible through Beneo's Orafit range of chicory root fibres.



## PREBIOTIC CLAIMS

Prebiotics and Digestive Health go hand in hand. Our unique ability to make 'Prebiotic' claims on pack has driven demand in 2018 and continues to grow coming in to the new year. Traditionally the concept of prebiotic products has been associated with the dairy sector.

The flexibility of Beneo's range and specifically their soluble inulins has allowed us to increase the understanding of prebiotics and move in to other sectors with sports nutrition and bakery leading the way.

# IRISH INNOVATION DAY

Driving innovation has always been our focus and later this month we are having our first-ever Irish innovation day. We have invited some of our key partners like Beneo to come and present their ingredients, covering many different application areas.

These days are tailored towards the current consumer trends and we plan to make these days a staple of our business. We believe they provide a unique opportunity to meet with others in the food industry, to share ideas and concepts and continue down the path of innovation. We hope to see you all at one of our events in the near future.



## GROUP NEWS

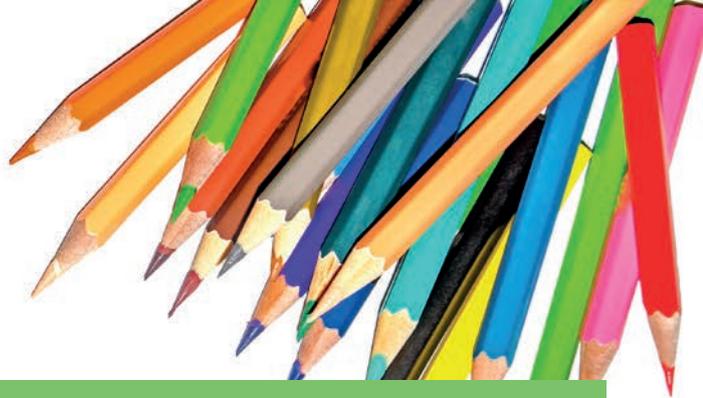
### NEWS & UPDATES FROM THE HEALY TEAM

## CHARITY UPDATE: THE HEALY FOUNDATION

Over the years some of our team have travelled to Haiti with Haven, one of the Healy Foundation's sponsored charities. This will be the 10<sup>th</sup> year that Haven volunteers have travelled to Haiti, where the people have suffered through earthquakes, hurricanes and cholera epidemics to name a few disasters that have struck the country.



The team this year, like when myself and Sinead in 2017, will build another school. Education is not a given in Haiti, and some of the children never get the privilege. The Healy Foundation believe, along with Haven, that education is where Haiti's future can be improved.



## SPONSOR THE CAUSE

The volunteer programme will help to provide training and community development to ensure sustainable livelihoods for the people of Haiti.

This year, our very own James McWilliams-Gray has volunteered to travel to Haiti in April. If you wish to sponsor him for this cause, please get in touch with us on [info@healy-group.com](mailto:info@healy-group.com). We wish James the very best of luck with the fundraising and his trip to Haiti. Well done!

## FOOD MATTERS LIVE 2018

Once again 2018 saw the Healy Group descend upon London Excel arena for Food Matters Live. This 3-day event allowed us to showcase our range of innovative ingredients alongside partners Edlong and Saltwell.

Seeing first-hand the enthusiasm of those who sampled our solutions fostered a real sense of pride amongst the Healy team, and it was a pleasure to welcome so many customers to the stand, both old and new.

Of course, the fun doesn't stop when the show ends, and our sales team have been diligently following up on all enquiries for a number of products. We have already booked for this year, and hope to see you drop by the stand in November 2019!



# QUALITY NEWS

Healy Group UK is proud to announce that we have achieved a grade of AA in our most recent audits for BRC Storage & Distribution and BRC Agents & Brokers.

We remain committed to maintaining high standards throughout the company, and these results reflect the hard work that the whole team puts in. At the time of writing, we are preparing for BRC audits for Healy Group Ireland, so the hard work never stops!

Looking forward to 2019, we will be working on trademark applications for innovative new ingredients, reporting on our environmental and sustainability commitments as part of the Origin Green programme in Ireland, site visits and audits at some of our supply partners, and working towards a BRC Food Manufacturing accreditation for our UK blending facility.



And finally, all at the Healy Group would like to thank everybody who submitted responses for our End of Year Customer Satisfaction survey. The feedback is invaluable for helping us to continually improve our service. Congratulations to Goldenfry's Jackie Laugher (left) for winning the hamper draw. We are delighted you chose to generously donate it to charity, and hope it gave someone a happy Christmas!

# HEALY NEWS



Issue 17, January 2019

HCL House, 2nd Avenue, Cookstown Industrial Estate, Tallaght, Dublin 24. Tel: +353 (0) 1404 9200

Interlink Way West, Bardon Industrial Estate, Bardon Hill, Leicestershire, LE67 1HH. Tel: +44 (0) 1530 830 111

Room 5A02, 5th Floor, The United States Huan Building, 107 Zhongshan South Road, Shanghai 200032, China. Tel: +86 (0) 2153 520 867

Spoortstraat 155, 6591 GT, Gennep, Netherlands. Tel: +31 (0) 485 346 799