

# HEALY NEWS



Issue 22, April 2020



It is pretty clear what has been the overriding theme during the first quarter of 2020, that of Covid-19 and the enormous effect it is having all over the world. This novel coronavirus has taken a hold of people's lives, their livelihoods and their businesses and is clearly having a huge effect on the capacity within health services across the globe.

First and foremost, we would like to pass on our sincere condolences to any who have lost loved ones and friends to this virus and we hope that any who have fallen ill come through it fit and healthy. We would also like to pay tribute to those brave women and men who are working on the front lines in the health services, we are truly grateful to you and all you are giving to help those in need during this very difficult time.

On the business front, I would like to reassure all of our customers and key supply partners that we are still very much business as usual. We continue to supply the food industry with key ingredients during this period of increased

demand and we will continue to do so for as long as this pandemic continues.

Most of our staff are now working remotely from home, however we will continue to have a skeleton crew in the warehouse and office at all times, to ensure a continuation of supply. I would like to thank all of the team for their outstanding response through these difficult times, in particular those of our team in Warehousing and Logistics who are keeping the cogs moving.

For now, stay safe, stay healthy and stay home where possible.

Warm Regards,  
Gareth



Gareth Healy  
**Group Sales  
Director**

# PRIMATEX JOURNEY

PAUL SHELDRAKE, GROUP TECHNICAL DIRECTOR

Healy Group prides itself on working closely with customers and supplier partners to deliver innovative products. As we continue our mission to supply the next generation of functional raw materials, it is sometimes necessary to develop them collaboratively to in order best meet the needs of the market. The launch of PrimaTex™ is a great example of the expertise of our network and the first of many products we plan to bring to market.

## THE JOURNEY BEGINS

Our journey to PrimaTex™ started over two years ago when our partners Emsland Group showed us the principles of producing a textured protein using their pea protein, making it allergen free. At this point we were aware of some examples in the market but none that we felt perfectly hit the mark, an opinion which was shared by customers. There was a real need for this type of product but it had to have better attributes than those already in the market.

Textured pea proteins are technically much more challenging to manufacture than other textured products like soy and wheat in order to get the right type of meaty texture. Our first focus was in finding a route to manufacture in order to achieve better product attributes, particularly concerning the organoleptic properties.

## NOVO FARINA PEA FLOUR

It was at this stage we met with Novo Farina, a UK-based supplier of pea flours, crumbs and cereals. Novo Farina had two of the key elements needed to combine with Emsland's pea protein to create PrimaTex™: the equipment required to make textured products, and their nutritionally-rich, neutral-tasting pea flour. After many meetings and trials, the first products were made but was it right first time? It was no surprise to say 'no' but it gave us a great starting point.

# MEETING DEMAND

During the whole process, a number of our key customers were able to also share feedback on the performance and help guide us in the right direction. After many months we finally “got it” and an early prototype was approved and ready for the market. We had the first steps for PrimaTex™ with *novofarina* inside.



This was a milestone for the PrimaTex™ brand and for us at the Healy Group. As the prototype was now ready the next focus was that of growth. With Novo Farina, we knew that we would rapidly out-grow their current facilities, and time was running short to find a strategic manufacturing partner who had the expertise and capacity to help us meet demand. We were thankfully able to find a UK-based manufacturer who had everything in place to be able to do this, helping us to minimise the production carbon footprint.

# MEAT REPLACEMENT OPPORTUNITIES

Through the efforts of our team and in co-operation with our trusted partners, we now have a product that is readily available for our customers. PrimaTex™ Original Textured Pea Protein is ideal for use in vegan and vegetarian, reformed meaty products such as burgers or as a mince alternative. It has a number of benefits:

- Meaty, firm bite
- Allergen-free
- Clean, simple ingredient declaration: pea protein, pea flour
- Neutral flavour profile with no vegetal off-notes
- UK manufactured, reduced carbon footprint



As we shared at the beginning, our drive for innovative solutions continues and thus we see that there is room for PrimaTex™ to grow and become a strong family of products for different functionality.

PrimaTex™ Original Textured Pea Protein is just one of this growing range, with different sizes and structures expected to be released in the near future

# FEATURED SUPPLIER:

## MCLS EUROPE

Mitsubishi Corporation Life Sciences (MCLS) Europe are a division of the renowned Mitsubishi Corporation. With head offices in Japan, the birthplace of Umami and Koku, MCLS are dedicated to the research and provision of high-quality yeast extracts, and have established themselves as a key player in the flavour technology market. For this feature we invite Application Specialist Joke Rozing (pictured right), to share some insights:

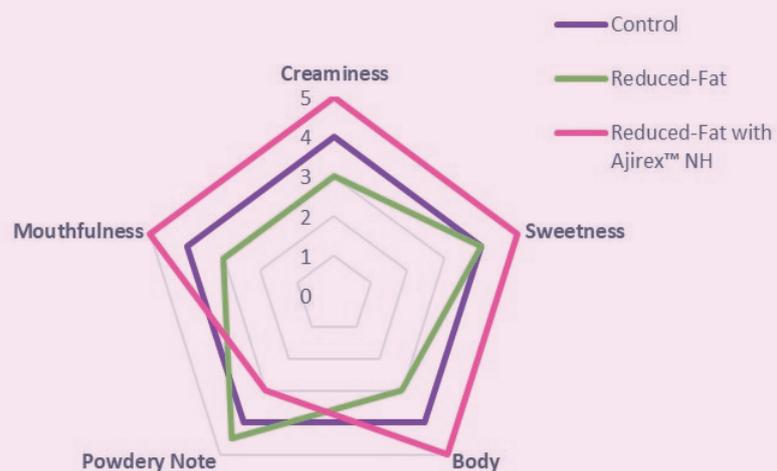


**The MCLS portfolio contains 6 speciality yeast extracts; Aromild, Ajitop, Ajirex, Ajirex NH, Aromaway and Aromild U15.**

The first 3, Aromild, Ajirex and Ajitop, are neutral in taste and high in umami. As they act on different areas of the flavour spectrum (front, middle and aftertaste), using them in combination enhances their efficacy.

Ajirex NH is very good in masking off-notes and providing mouthfeel. As it has no savoury taste profile, it is useful in sweet applications where the fat has been reduced and a creamy, fuller bodied taste is required.

*This is demonstrated by the radar chart (right), detailing the perception of Strawberry Milkshakes Control vs Low Fat vs Low Fat with Ajirex NH, MCLS 2017*



Aromaway is very good at balancing flavour profiles, and is proven to be effective at masking strong unwanted flavours. Finally, Aromild U15 is high in glutathione; it has a sulphuric note that is reminiscent of chicken or egg.





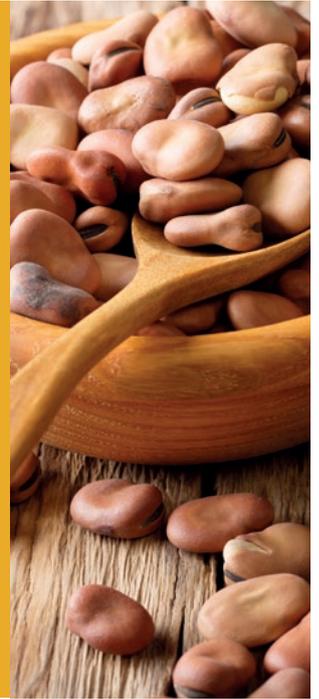
Combining these yeast extracts gives us the ability to mask off-notes and optimise the taste according to the wish of the customer. This is one of the strengths of MCLS, and lately several of our customers have asked for help with these challenges.

**Time for us to open our product tool box and play around with the individual yeast extracts to come to a unique solution.**

## PROTEIN PERFECTION

In the plant-based protein field, customers have asked for our help with various applications. For example, in order to overcome the off-note of fava bean proteins, we created a unique solution which masks its earthy and sourish taste and also provides a basic umami flavour.

In addition, customers who work with pea and rice proteins often ask us to develop products which mask the vegetal, metallic off-notes or provide the basic feeling of a dairy system in vegan products. Another unique blend, HG-MCLS-Dairy-01 LS, masks the unwanted flavours and creates a dairy note.

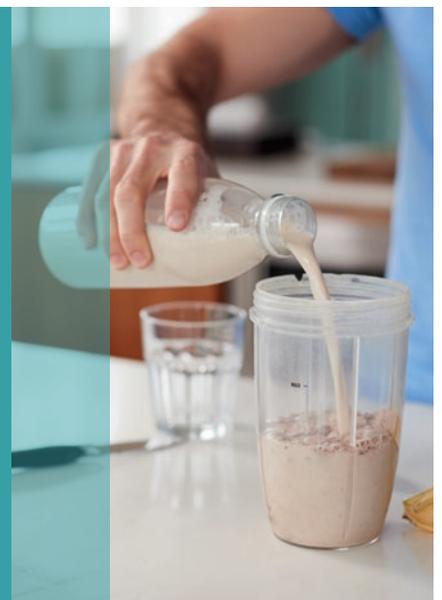


The most challenging project of the past few years was when using canola seed flour which is naturally high in protein. This product is extremely bitter and has an intense mustard taste. We found that both of these strong tastes can be masked best with just a single product: Aromaway.

## WHAT'S YOUR CHALLENGE?

Healy Group can create these unique solutions for you too and have our expertise to fall back on. We use our tools and are always extending our knowledge.

We are looking forward to the next challenge, whether it's to mask unwanted off-notes in your system or to improve the taste of your base before you start adding spices and flavourings.



# QUALITY IN THE TIME OF CORONAVIRUS

SAMUEL BEALES, GROUP QUALITY MANAGER



At times like these, the importance of hygiene is brought into even sharper focus. At Healy Group, we have worked hard to adapt our processes to minimise any risks to staff and to visitors, doing our very small part to help ease this global crisis.

## ADDITIONAL MEASURES

- Additional provisions of hand sanitiser have been made available to all staff & visitors
- Delivery drivers are encouraged to remain in their vehicles and use our external refreshment facilities rather than enter the building
- Office staff have been asked to work from home, with warehouse staff placed on a rota system to ensure at least one person is always segregated to help reduce the risk of infection
- Paperwork is filed outside the warehouse to reduce unnecessary access
- Non-essential visitors have been restricted from access to the site
- Guidance and support have been offered to all staff to help with any mental or physical health concerns



We recognise that as part of a critical industry we have a responsibility to maintain a high level of support to our customers to prevent any disruption to service or supply at this time. As things gradually start to return to normal, we will be looking at ways in which we can continue to improve our quality standards and to draw lessons from this unprecedented situation. In the meantime, stay safe and wash your hands!



# MEET THE TEAM

## JAMES MCWILLIAMS-GRAY

### BUSINESS DEVELOPMENT



This issue we interview James McWilliams-Gray, one of our Business Development Managers based from our Dublin head office. James has worked with us for almost 3 years, and is the expert lead on our Prima products such as PrimaPro and PrimaTex.

#### Q1. What does a typical day in your job look like?

The days in sales can vary quite significantly. Typically I am at my desk contacting customers and potential customers, occasionally it is a bit more colourful with conferences and meetings around Europe and in the last few months I have travelled to Lisbon, Barcelona and Dubrovnik on business. This element has understandably changed a lot during recent weeks, and even though I am working from home I am busier than ever with customer and supplier meetings, albeit via the internet now!



#### Q2. What do you like most about working in sales at Healy Group?

I think for me it is getting business across the line, especially on bigger projects where there is significant back and forth with the customer. It is not uncommon for us to make multiple trips to pilot plants to oversee trials spanning months, these are the most satisfying when they come through and everyone is happy.

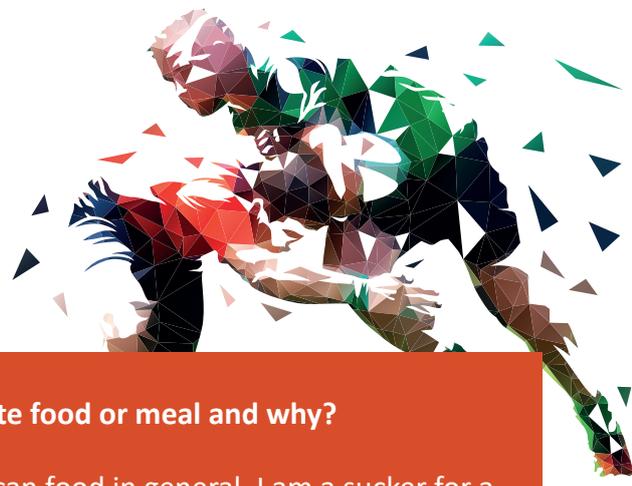
#### Q3. What do you think are the biggest ingredient trends or technical challenges facing your customers at the moment?

Trends without a doubt would be the vegan movement. When I started this probably took up 10% of my time, now it's closer to 60/70%. In terms of challenges it would be to clean up product labels in a cost-effective way. Thankfully we have a great history when it comes to clean-label solutions, and some fantastic suppliers with proven track records.



#### Q4. What are your hobbies?

Sports have always been my outlet, specifically rugby. I still play but my knees and shoulders are protesting, so perhaps it's time to find another!



#### Q5. What is your favourite food or meal and why?

I would have to say Mexican food in general, I am a sucker for a good Burrito, chicken, chorizo and all the toppings...

## FINISHING WITH THANKS



We understand that these are strange times, and many of us are learning to adapt to different styles of working, be it from home or in empty offices. However, not all roles can be undertaken in isolation, something which is particularly prevalent in our industry where farmers, pickers, packers, drivers and shelf-stackers are all working hard to keep our nations fed.

All at Healy Group would like to echo Gareth's words from the beginning of this newsletter and extend a huge thanks to our warehouse teams for working hard and helping to ensure continuity of service and supply. Thank you all for making a difference!

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