



# Plant Powered Hybrid Yogurt and Fermented Creams: Trends and Innovation



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INGREDIENTS FOR LIFE



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# Agenda

1. UK Market Dynamics
2. Plant-Powered Hybrid Exploration
3. Meeting Consumer Demands with Dairy Hybrids
4. Innovations in Dairy Hybrids

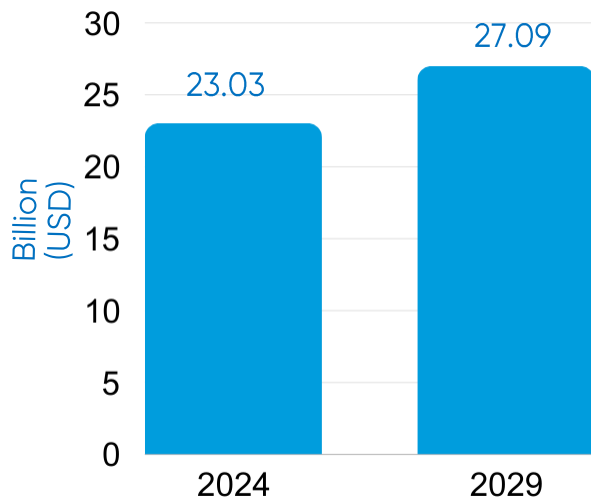


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# Dairy & Alternatives: Market Overview

## UK Dairy Market

Market Size



**CAGR 2024-2029**

**3.49%**



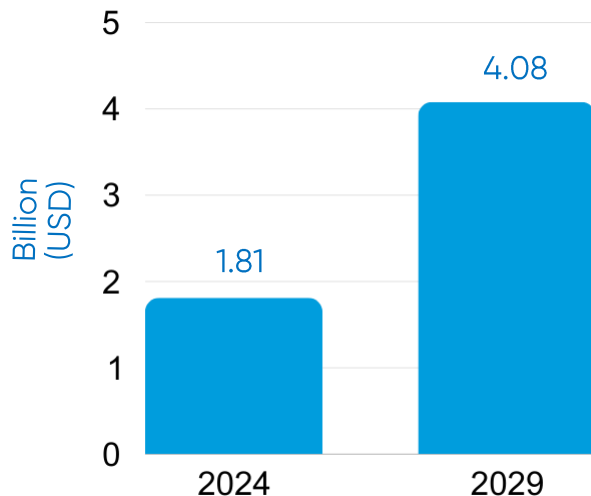
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# Dairy & Alternatives: Market Overview

## UK Dairy Alternative Market

Market Size



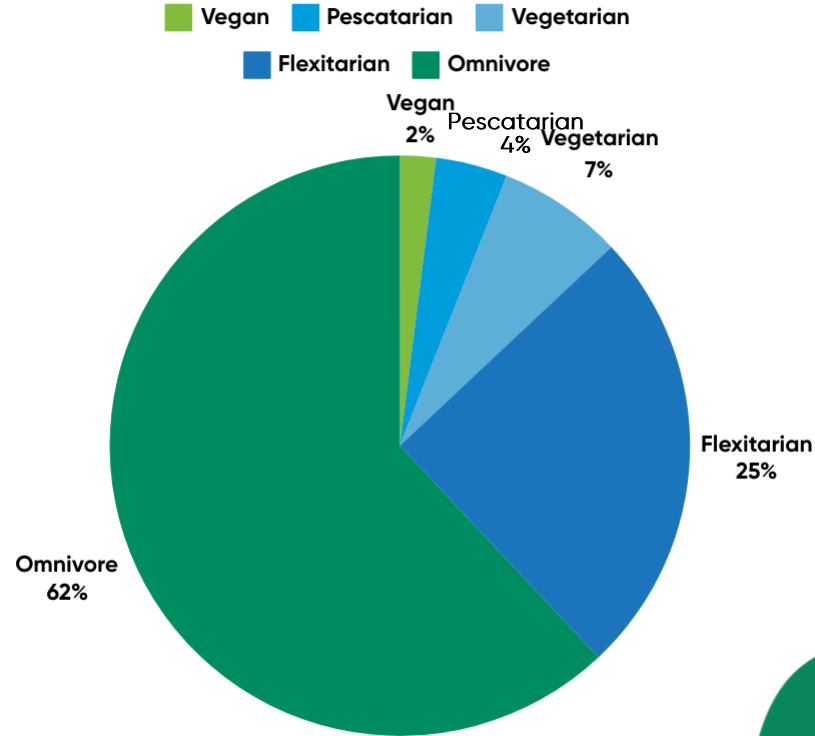
**CAGR 2024-2029**  
17.65%



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# Dietary Lifestyle in the UK



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# Plant Powered Hybrid Defined

Dairy hybrids refer to blended products involving plant proteins being incorporated into dairy products.



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# Hybrid Models

Pots & Co  
launched  
HFSS-  
compliant  
desserts



Waitrose's Eat  
Flexi range is  
positioned as  
balancing meat  
and plant  
proteins



50/50 hybrid  
meat: 50%  
vegetable and  
50% meat  
composition



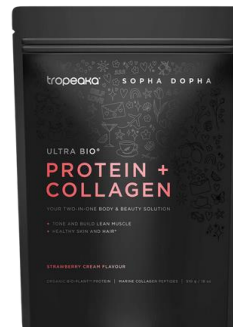
Sustainable  
hybrid of  
marine  
collagen  
peptides and  
pea protein  
isolate



Dairy & Plant  
Blend baby  
formula blends  
dairy, soy for a  
flexitarian  
option



Axford and Garant to launch  
ground-breaking mince  
containing 50% beef and 50%  
vegetables



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# Dairy Hybrid Acceptance

75%

of people in the UK  
who use plant-  
based alternatives  
also use cow's milk  
(Mintel, 2020)

48%

of people in the UK  
plan to consume  
more plant-based  
food/drink  
(Mintel, 2021)

80%

of UK plant-based  
milk drinkers also  
drank dairy milk in  
the 3 months before  
April 2023  
(Mintel, 2023)



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# Hybrid Halo Effect



Best of Both Worlds:

Brands can leverage the taste and health benefits of both dairy and plant-based products, offering a perfect blend to consumers. (Mintel, 2020)

Catering to Consumer Preferences:  
This strategy allows individuals to enjoy the familiar taste and texture of dairy while exploring the health benefits of plant-based ingredients.



Environmental Friendliness of Protein Hybrids:  
Protein hybrids, are seen as being more environmentally friendly by over a third of consumers. (FMCG, 2023)



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# Plant-Powered Hybrids: A Winning Opportunity

## Dairy Hybrids Achieve:

- ✓ Taste
- ✓ Texture
- ✓ Wellness

## Wider Consumer Base:

- 🔍 Flexitarians
- 🔍 Dairy Lovers
- 🔍 Plant Based Explorers

## Leading the hybrid space:

- 📈 Emerging market opportunity



Protein  
Got Better with  
90% chickpea  
protein isolate





ChickP is a fast-growing foodtech company that pioneered the  
world's first  
**90% chickpea protein isolate**

We consistently innovate to perfect **chickpea-based solutions**,  
driving towards a healthier and a more sustainable food  
industry



Fibre



Starch



Oil





Our 90% protein isolate is a perfect  
match for both  
**dairy and alternative dairy**  
industries





# ChickP Applications



# WHY GO HYBRID?





# Addressing Dairy's Footprint



Production emits 4%  
of human-induced  
GHG emissions



Consumes large  
volumes of water



Soil erosion



Pollution of local  
waterways via runoff  
from manure and  
fertilizer

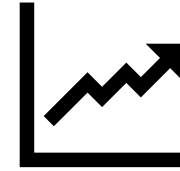




# Our Responsibility is to find Realistic Solutions



Sustainability  
Challenges



Market  
Demand





# HYBRID PRODUCTS ARE THE SOLUTION



# Dairy Hybrid: Best of Both Worlds

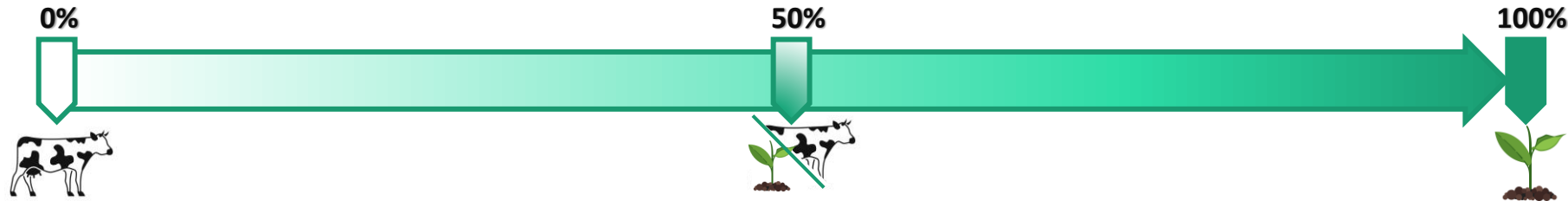


- ✓ Consumers love dairy
- ✓ Consumers love the planet

How do we give them both?

**Dairy Hybrid**  
with

 **ChickP**



# HOW CHICKP FITS DAIRY?





# Bridging Gaps with ChickP's Highly Functional Plant Protein Solutions

While progress has been made in plant protein solutions, there is still **room for improvement**

## SOY

- **GMO**
- **Allergen**
- **Health Concerns**



## PEA

- **Limited Functionality**
- **Texture & Taste**



## Chickpea 90% Isolate

- ✓ **Endless Applications**
- ✓ **Better Quality**



## Alternative Protein that is



Tasty



Nutritious



Highly Functional



Environmentally friendly

# Chickpeas are Better for the Planet



**Less Water**

**Than wheat, corn, and  
other major crops**



**Less Fertilizer**

**Needs 90% less fertilizer  
than wheat, corn, and  
other major crops**



**Rotational Crop**

**Rotational crop helps  
enhance soil fertility  
and promotes  
sustainable agricultural**



OUR INNOVATION

# GREAT TASTE, NUTRITIOUS AND SUSTAINABLE WITH OUR IP TECHNOLOGY



The **first & only** company to offer  
90% PURE CHICKPEA PROTEIN  
ISOLATE

Zero-waste production process



**Chickpea**  
Protein Isolate

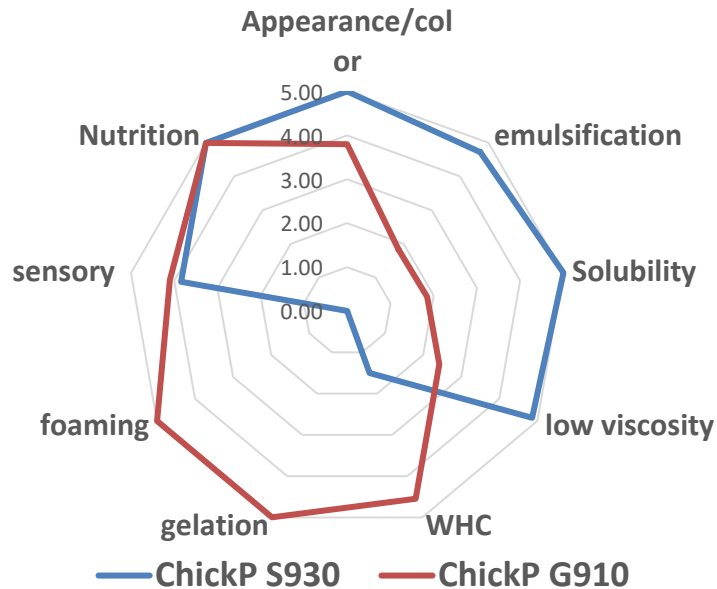




# ChickP Proteins functionality



**CHICKP G910**

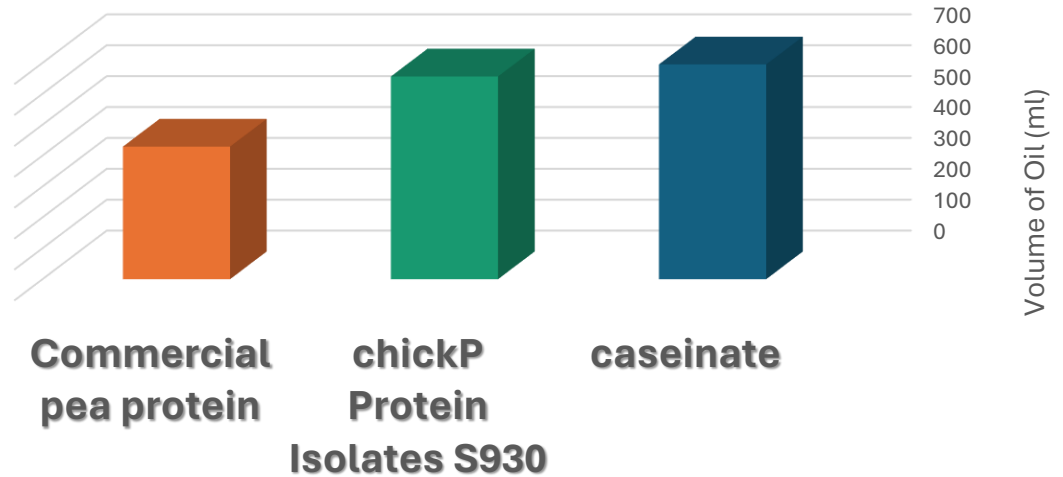


**CHICKP S930**



# Emulsification Capability

The amount of oil added to 100ml water (5% protein)



# Emulsification Stability

ChickP  
G910

ChickP  
S930

Pea  
protein

Chickpea  
Concentrate



7 days  
pH 7

ChickP  
G910

ChickP  
S930

Pea  
protein

Chickpea  
Concentrate



7 days  
pH 5

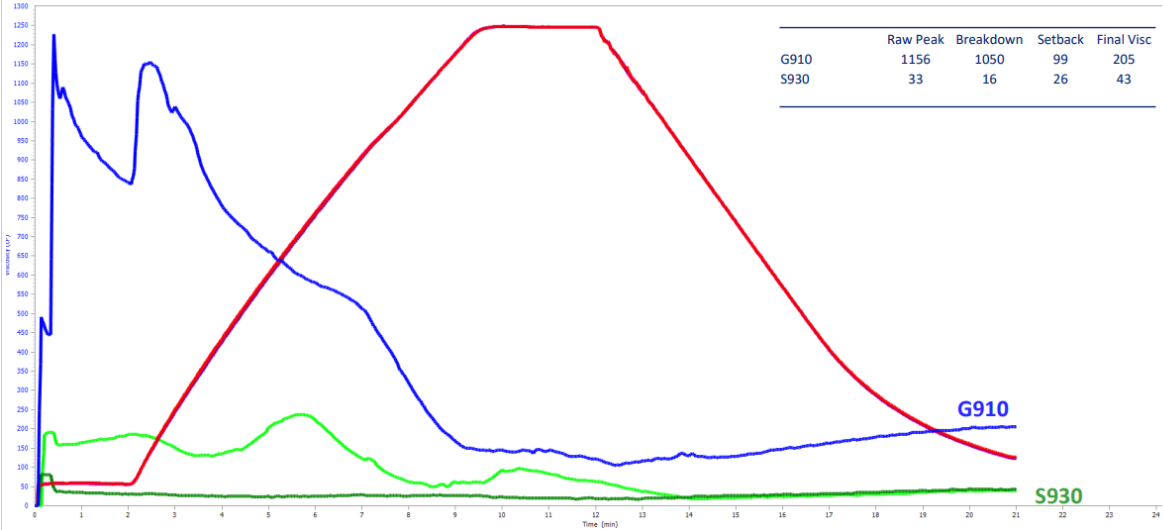




# ChickP Proteins Viscosity



**S930 has very low viscosity, G910 has higher viscosity than both S930**

**RVA 4800 15% Solutions:**



# Gelling Capability



	chickP S930	chickP G910	Commercial chickpea isolate	Commercial pea protein
Gel strength (N)	0.113	0.906	0.180	0.231
				
	chickP S930	chickP G910	Commercial chickpea isolate	Commercial pea protein

# ChickP Applications







# Hybrid ChickP Milk

## Description

50% Cow's milk – 50% water and ChickP protein.  
Silky texture, functional and stable in coffee

## Nutritional facts per 100ml

49 Calories  
2.6g protein  
3g fat  
0g added sugar

## Ingredient list

Cow's milk, Water, **ChickP protein**, Sunflower oil, Flavours

## Zero compromise on:

- Sensory experience
  - ✓ Colour
  - ✓ Taste
  - ✓ Texture
- Nutritional value
  - ✓ Complete protein
  - ✓ High protein content – 2.6%
  - ✓ Less cholesterol and SFA
- Functionality
  - ✓ Excellent foaming and work art
  - ✓ High stability
- Clean label
  - ✓ 5 ingredients
  - ✓ 0 additives
- Cost
  - ✓ The same cost of RM
- More Sustainable
  - ✓ 50% Plant based



# Hybrid ChickP Yogurt

## Description

50% Cow's milk – 50% water and ChickP ingredients.

Viscose and creamy texture, Without off-flavours.

White and clear appearance

## Nutritional facts per 100ml

66 Calories

3.2g protein

3.3g fat

1% Fibre

0g added sugar

## Ingredient list

Cow's milk, Water, **ChickP ingredients (Starch, Protein, Fibre)**, Coconut oil, Flavours

## Zero compromise on:

- Sensory experience
  - ✓ Colour
  - ✓ Taste
  - ✓ Texture
- Nutritional value
  - ✓ Complete protein
  - ✓ High protein content – 3.2%
  - ✓ Less cholesterol
- Functionality
  - ✓ Excellent emulsification
  - ✓ High stability
- Clean label
  - ✓ 7 ingredients
  - ✓ 0 additives
- Cost
  - ✓ The same cost of RM
- More Sustainable
  - ✓ 50% Plant based





PROTEIN GOT BETTER



Questions



# PROTEIN GOT BETTER

Elevating your recipes with  
90% chickpea protein isolate



Endless Food  
Applications With  
Zero Downsides



Strong  
Established  
Market Position



Patented  
Global IP



A-List Team of  
Proven Industry  
Experts