



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



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Presented by:  
Emer Mackle  
Maor Dahan



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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

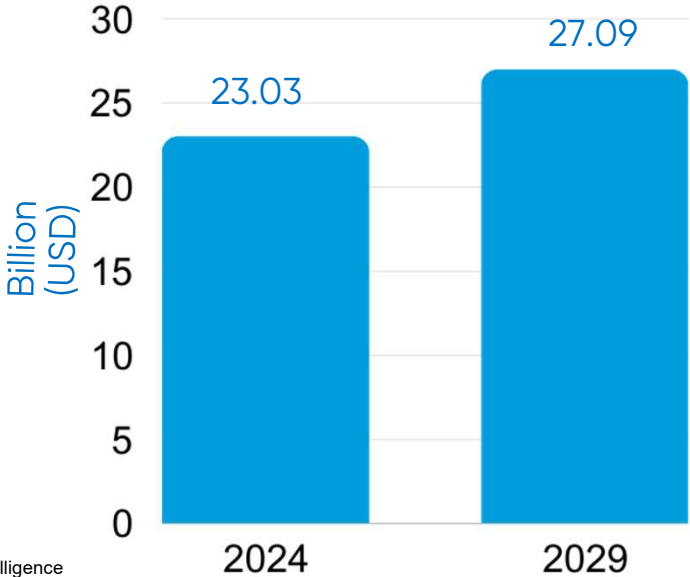


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# Dairy & Alternatives: Market Overview

## UK Dairy Market

Market Size



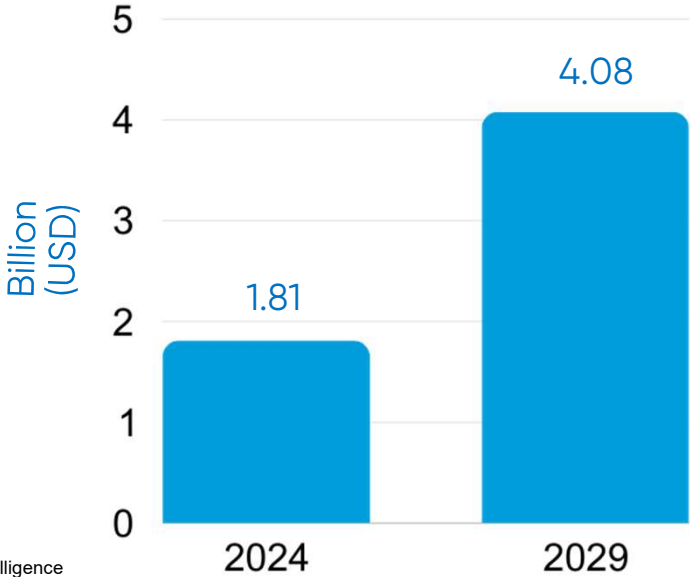
**CAGR 2024-2029**  
3.49%

Source: Mordor Intelligence

# Dairy & Alternatives: Market Overview

## UK Dairy Alternative Market

Market Size

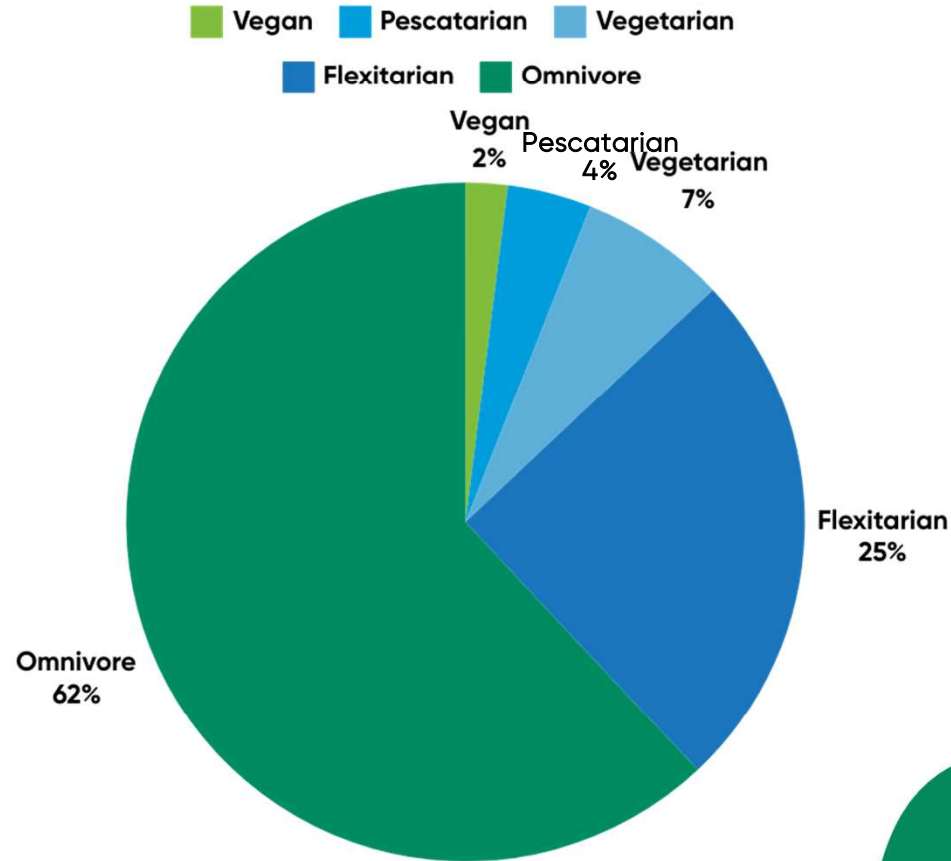


**CAGR 2024-2029**  
17.65%

Source: Mordor Intelligence



# Dietary Lifestyle in the UK



Source: Smart Protein European Consumer Survey 2023



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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



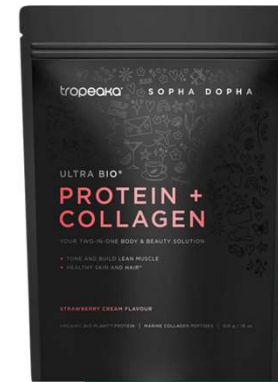
Sustainable hybrid of marine collagen peptides and pea protein isolate



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



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





# 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 Gurus, 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:





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

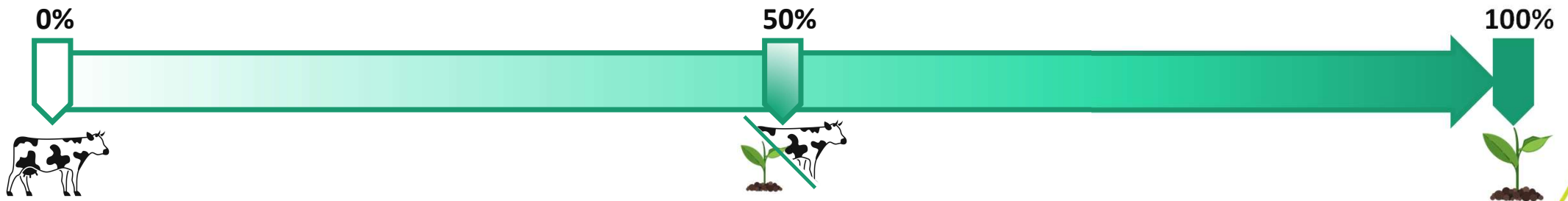


- ✓ Consumers love dairy
- ✓ Consumers love the planet

How do we give them both?

Dairy Hybrid  
with

 **ChickP**



# HOW CHICKP FITS DAIRY?



## THE PROBLEM

# 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



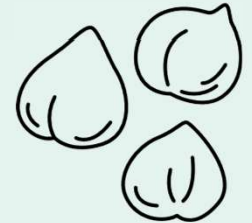
## PEA

- 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







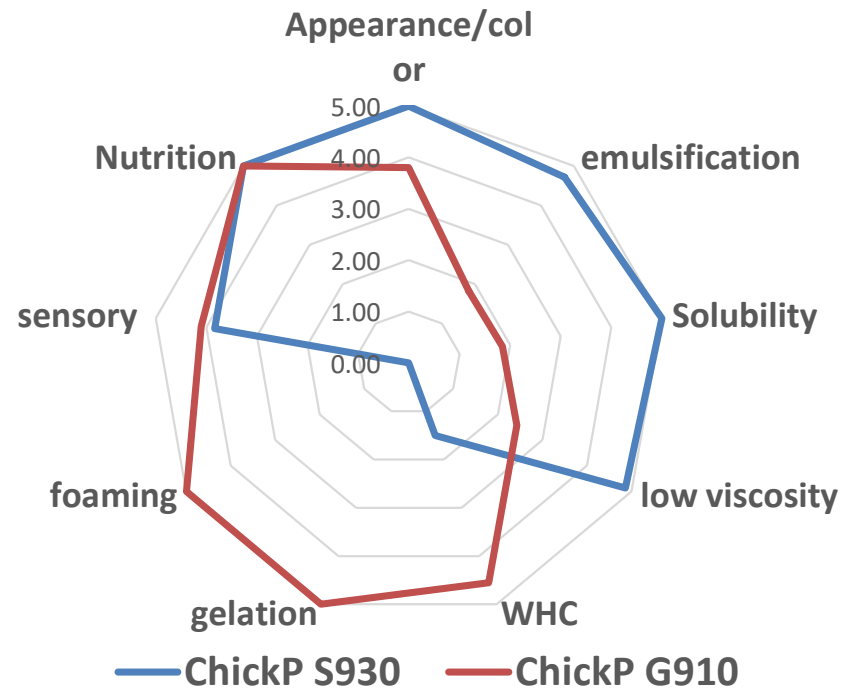
# ChickP Proteins functionality



CHICKP G910



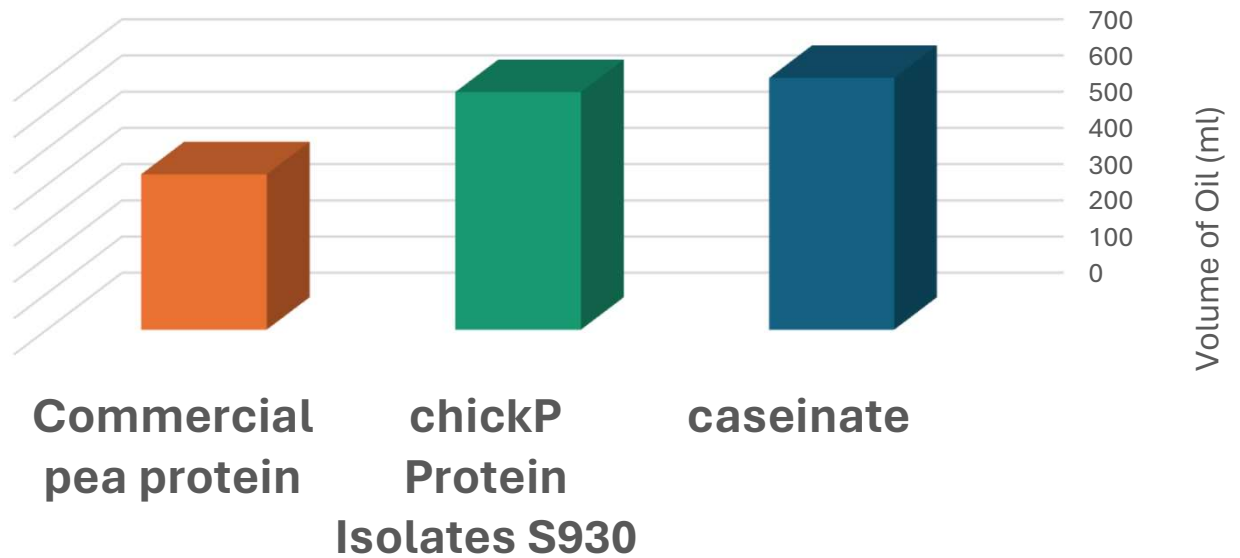
CHICKP S930





# 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



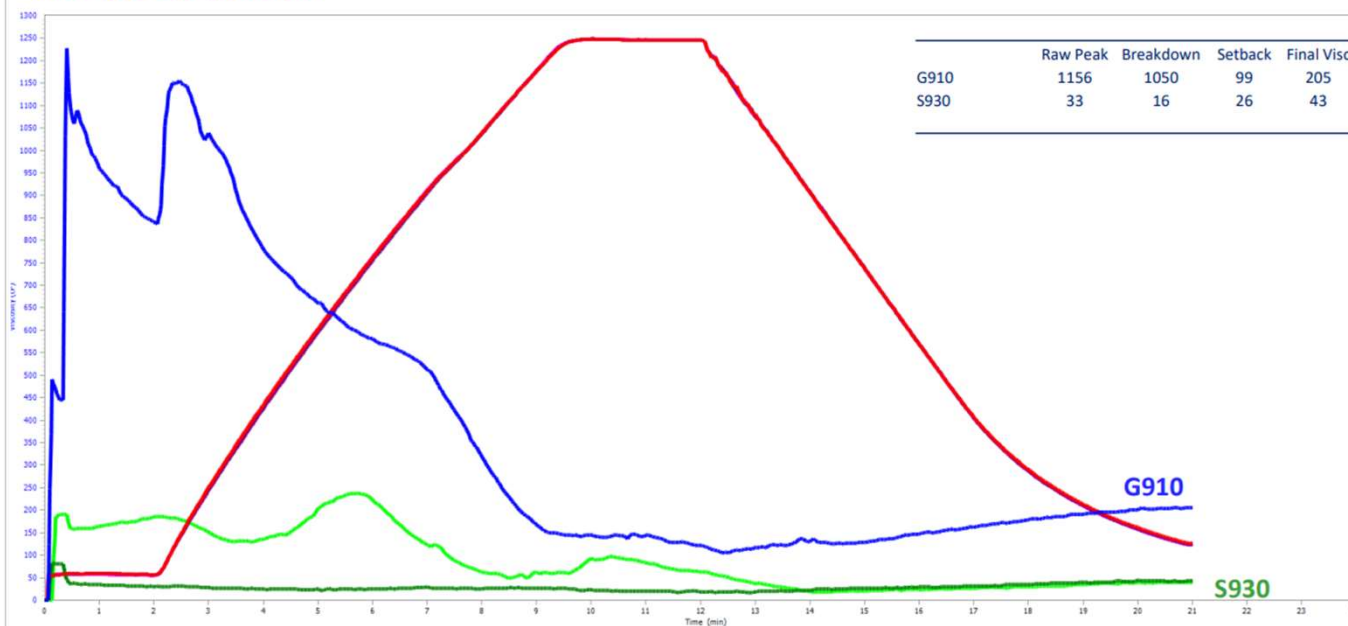
7 days  
pH 5



# 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

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



# CONTACT US

[sales@salutivia.co.uk](mailto:sales@salutivia.co.uk)

[gage.hoque@salutivia.co.uk](mailto:gage.hoque@salutivia.co.uk)

+44 7495 739979



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