Plant Powered Hybrid Yogurt and Fermented Creams: Trends and Innovation
Presented by:
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Maor Dahan
Dairy & Alternatives: Market Overview

UK Dairy Market

CAGR 2024-2029

3.49%

Source: Mordor Intelligence
Dairy & Alternatives: Market Overview

UK Dairy Alternative Market

Market Size

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Size (Billion USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>1.81</td>
</tr>
<tr>
<td>2029</td>
<td>4.08</td>
</tr>
</tbody>
</table>

CAGR 2024-2029

17.65%

Source: Mordor Intelligence
Dietary Lifestyle in the UK

- Omnivore: 62%
- Flexitarian: 25%
- Vegetarian: 7%
- Pescatarian: 4%
- Vegan: 2%

Source: Smart Protein European Consumer Survey 2023
Dairy hybrids refer to blended products involving plant proteins being incorporated into dairy products.
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.

ChickP

Salutivia

Ingredients for life.
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)
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)
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.
Our 90% protein isolate is a perfect match for both dairy and alternative dairy industries.
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?
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 practices
GREAT TASTE, NUTRITIOUS AND SUSTAINABLE WITH OUR IP TECHNOLOGY

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

90% PURE CHICKPEA ISOLATE

Zero-waste production process
ChickP Proteins functionality

CHICKP S930

CHICKP G910

Nutrition
Solubility
foaming
emulsification
Appearance/col
sensory
low viscosity
gelation
WHC

ChickP S930
ChickP G910
Emulsification Capability

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

Commercial pea protein
chickP Protein Isolates S930
caseinate

Volume of Oil (ml)
Emulsification Stability

- ChickP G910
- ChickP S930
- Pea protein
- Chickpea Concentrate

7 days
pH 7

7 days
pH 5
ChickP Proteins Viscosity

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

RVA 4800 15% Solutions:

<table>
<thead>
<tr>
<th></th>
<th>Raw Peak</th>
<th>Breakdown</th>
<th>Setback</th>
<th>Final Visc</th>
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<tbody>
<tr>
<td>G910</td>
<td>1156</td>
<td>1050</td>
<td>99</td>
<td>205</td>
</tr>
<tr>
<td>S930</td>
<td>33</td>
<td>18</td>
<td>26</td>
<td>43</td>
</tr>
</tbody>
</table>
Gelling Capability

<table>
<thead>
<tr>
<th>Gel strength (N)</th>
<th>chickP S930</th>
<th>chickP G910</th>
<th>Commercial chickpea isolate</th>
<th>Commercial pea protein</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.113</td>
<td>0.906</td>
<td>0.180</td>
<td>0.231</td>
</tr>
</tbody>
</table>

- chickP S930
- chickP G910
- Commercial chickpea isolate
- Commercial pea protein
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
Elevating your recipes with 90% chickpea protein isolate
CONTACT US

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