



# Spotlight on Pea Drink Plain Edition

## Dear Irene,

We are excited to inform you about the launch of ADM’s new Pea Drink including our ProFam® Pea Protein. The beverage comes in an extra mellow & delicious plain edition. Please contact your account manager to hear more about this concept and our pantry of plant-based solutions.

Looking forward to hearing from you!

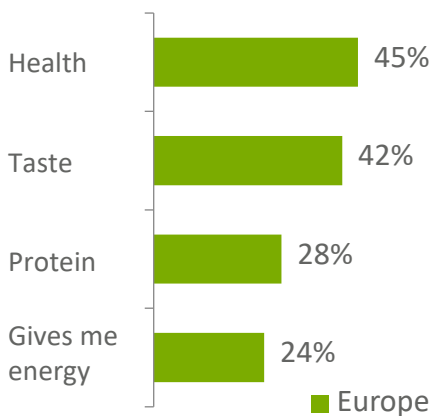
## New, plant-based foods... Yes, peas!

Mainstream consumers are constantly improving their diet and an increasing number is switching to plant-based alternatives. More than ever, they see connections between various components of their bodies, their habits and the world in which they live in.

## Tasty Pleasure

Pour yourself a perfectly chilled glass of our mellow pea drink or enjoy it in your morning cereals. Either way, it improves your diet with a great mouthfeel and clean taste for 100% indulgence.

## Why do you eat/drink products with pea?



Source: FMCG Gurus Plant-based Survey 2019

## ADM’s Pea Protein

Pea protein is the fastest growing plant protein in global alternative product launches in the last five years (Source: Mintel 2020).

ADM has done extensive research to ensure ProFam® Pea 580’s outstanding quality in technical functionalities and sensory attributes.



## Strong Reasons for ProFam® Pea 580

### Consumer Benefits

- Delicious plant-based beverage
- Mellow & foaming attributes
- Convenient for take away
- Peas are not listed as an allergen in the EU list of allergens
- Non-GM

### Technological Benefits

- We’ve done the research to ensure superior clean taste
- Exceptional texture and mouthfeel
- Light color provides a neutral base

### ADM Full Pantry Advantage

- **Olenex Oil & Fat Technology** provides nice mouthfeel
- **Natural Flavors & Taste Modifiers** to bring vegan foods to the next level masking undesired flavor aspects & adding desired flavor dimensions for a great taste experience

## ADM’s Consumer-Focused Solutions

With a broad portfolio of health & wellness solutions, alongside years of application know-how, ADM can be a great extension of your team. Let’s work together to develop products consumers love!