

Spotlight on Plant-Based Pea Spread



We are excited to inform you about the launch of our ProFam® 580 Pea Protein, a game-changing & protein-packed solution for a tasty & wholesome plant-based spread. Please contact your account manager to hear more about this concept and our pantry of plant-based solutions.

Looking forward to hearing from you!

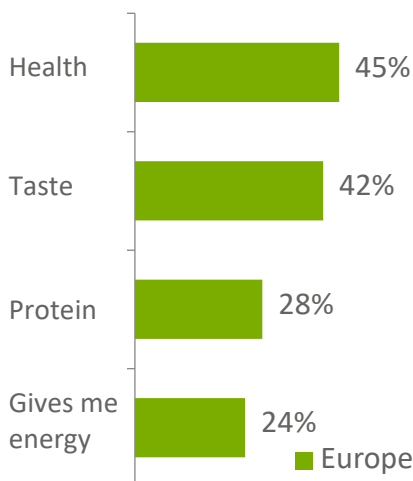
Plant-Based Foods Are On Consumers' Minds

Mainstream consumers are embracing a healthy and sustainable lifestyle by switching to plant-based solutions.

Peas: Strong Image for Health & Protein

Peas are a sustainable answer that can align with consumers' desires to enrich their eating habits with plant-based foods. Overall, peas have a healthy image among consumers, being valued for their protein content.

Why do you eat/drink products with pea?



Source: FMCG Gurus Plant-based Survey 2019

Tasty, Wholesome

Spreads are one of the go-to products for consumers to enrich sandwiches, burgers, salad bowls or to simply round off meals.

However, today's health-conscious consumers expect spreads to not only provide them with tasty & rich texture, but also a wholesome, guilt-free experience.

ProFam® 580 Pea Protein Benefits in Plant-Based Spreads

Consumer Benefits

- Great tasting plant-based product
- Rich & convenient texture
- Peas are not listed as an allergen in the EU list of allergens
- Non-GM

Technological Benefits

- Clean taste
- Vertically-integrated pea protein sourcing: US grown, sourced and produced
- Easy to handle
- No negative impact on texture and mouthfeel of consumer application
- Light color provides a neutral base

ADM Full Pantry Advantage

- ADM Olenex vegetable oil-blend to round off taste & texture
- ADM Natural Flavors and ADM Preparations for savory indulgence

Wholesome Taste with ProFam® 580 Pea Protein

ProFam® 580 Pea Protein is ADM's game-changing solution for your nutrient-dense, tasty formulations in the plant-based spread innovation space.

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



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!