

# Spotlight on Coffee Infused Pea Drink

**Dear Irene,**

We are excited to inform you about the launch of ADM's new Coffee Infused Pea Drink\* including our ProFam® Pea Protein. It is a mellow and delicious ready-to-drink beverage perfectly suitable for on the go. Please contact your account manager to hear more about this concept and our full pantry of plant-based solutions.

Looking forward to hearing from you!

*\* High caffeine content. Not recommended for children or pregnant or breast-feeding women. (33 mg/100 ml)*

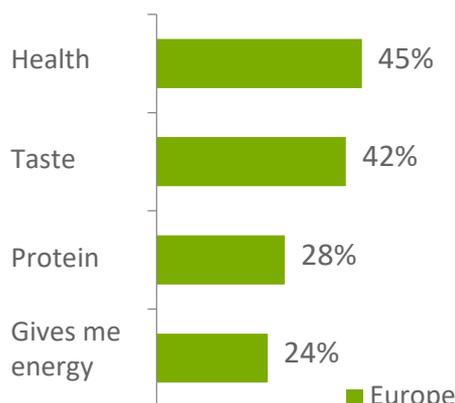
## Plant-Based Foods Are On Consumers' Minds

Mainstream consumers are constantly improving their diets and more and more are switching to plant-based alternatives. Pea drinks can be used as alternative beverage in a vegan diet or as a delicious and nutritional alternative for flexitarians.

## Pea: A Good Choice

Peas can align with consumers' desires to enrich their diet with plant-based proteins. It is already a well-known, nutritional ingredient in meals and can be much more expanded in drinks.

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



Source: FMCG Gurus Plant-Based Survey 2019

## Tasty Pleasure

A delicious, mellow coffee beverage to jump start your morning with coffee & plant protein goodness to fuel you for your day ahead.

## 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

- Clean taste
- Light color provides a neutral base
- No negative impact on texture and mouthfeel of consumer application

### 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 Pea Protein

ProFam® Pea 580 is ADM's transformative contribution in plant-based beverage innovations.

ADM has done extensive research to ensure ProFam® Pea 580 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!