



## MAXFLEX™ PROTEIN-FORWARD SYSTEMS



### Unlock the Power of Plant-Forward Solutions

Global consumers are placing a renewed focus on health and wellness, fully embracing plant-based solutions. Demand shows no sign of slowing down and as more consumers continue to adopt plant protein lifestyles they are looking for increased variety that creates exciting food and beverage experiences.<sup>1</sup>

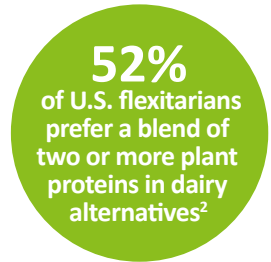
#### INTRODUCING ADM'S NUTRIFLEX™ SYSTEMS

To create tailored, innovative and expertly designed plant-based solutions in a range of trending formats, you need the right partner. ADM's NutriFlex™ systems allow you to bring what's next in plant-based solutions to the world – with speed and variety – from functional building blocks to fully finished turnkey product solutions. Regardless of your production and manufacturing setup, ADM can partner to deliver a system designed for you. Count on customizable formulations and technical support from concept to finished product, to help you get to market faster.

Sources: <sup>1</sup>ADM Outside Voice™ Protein Segmentation, May 2019

<sup>2</sup>ADM Outside Voice™ "Global Plant Protein Consumer Discovery" Report, August 2020

<sup>3,4</sup> Mintel Insights 2021, 'Ingredient watch: protein blends for protein quality'



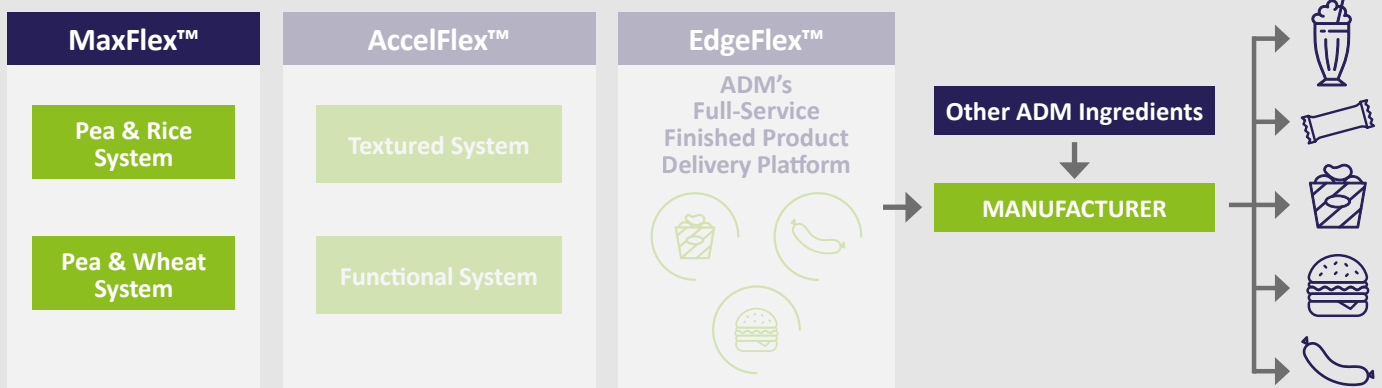
### MaxFlex™ Nutritionally Enhanced Protein Systems To Maximize Nutrition Fortification

Create innovative, plant-forward and nutritionally enhanced products with ADM's MaxFlex™ powdered plant protein blends. Our carefully designed MaxFlex™ powdered blends were created with functionality in mind to add value by maximizing protein sources of on-trend products, while bringing increased protein diversity.



## Complete Portfolio of Protein-Forward Solutions, For Your Edge

### ADM's NutriFlex™ Protein-Forward Systems Design



## Protein Nutritional Power for Your Plant-Forward Market-Winning Products

### MaxFlex™ Synergistic Plant Protein Blends

Protein nutrition solutions are developed for the nutritional fortification of a broad variety of applications such as cookies, pancakes, brownies, pizza crusts and doughs, protein bars and beverages. Combine these plant nutrition powdered blends with other functional ingredients to maximize protein, nutrition and functionality of consumer-preferred plant-forward products. Create on-trend protein diversified products while reducing supply chain complexity along the way, all while helping you get to market faster.

### MAXFLEX™ OFFERINGS

#### Pea & Wheat Powdered Protein System

A synergistic pea & wheat protein blend that can be used to deliver nutrition and functionality to a variety of protein enhanced snack and bakery applications.

#### Pea & Rice Powdered Protein System

A carefully designed pea and rice protein blend that can be used to improve the nutritional value and bring added functionality to a range of powdered beverages, meal replacement beverages, and protein bar applications.

# An Integrated Solutions Approach

Our cross-functional teams have created a full portfolio of proven MaxFlex™ protein-forward systems delivering flavor, color, texture, nutrition, and functionality – to get you to market faster.

Product	Product Description & Benefits	Claim	Shelf Life	Applications
MaxFlex™ PW	A nutrition-forward pea & wheat protein blend 80% protein concentration Enhanced nutritional quality and functionality PDCAAS = 0.89	Non-GMO, Vegan/plant-based Protein claims suitable for school lunch program (PDCAAS 0.8 min)	12 Months	<ul style="list-style-type: none"> <li>• Cookies</li> <li>• Pancakes</li> <li>• Pizza dough</li> <li>• Fortified bakery, cereals &amp; other baked goods</li> </ul>
MaxFlex™ PR	A nutrition-forward pea & rice protein blend At least 85% protein concentration Enhanced nutritional quality and functionality PDCAAS = 0.95	Gluten free Non-GMO Vegan/plant-based	12 Months	<ul style="list-style-type: none"> <li>• RTD &amp; powdered beverages</li> <li>• Protein bars</li> <li>• Cookies, pancakes and pizza crust</li> </ul>

Possible Claims: Halal, Kosher, Vegan, Non-GMO.

For local availability and information on lead-time contact your Sales Manager.

## CREATION OF A DELICIOUS AND NUTRITIOUS, PROTEIN ENRICHED THIN-CRISP COOKIES

**Challenge:** Our customer, a leading global manufacturer of baked goods saw huge market potential for protein enriched baked goods and decided to enter this market by launching a thin-crisp cookie that met consumers’ needs for plant protein inclusions and optimized nutrition.

**Solution:** ADM’s cross-functional technical team responded to the customer’s need by developing a delicious thin-crisp cookie, nutritionally enriched with our MaxFlex™ PR System. This cookie features an expertly designed pea and rice protein blend to bring the consumer more plant positive ingredients, and delivers an additional 4g of protein compared to the customer’s conventional cookie formulation, all while maintaining a similar taste and texture as the classic.

**Result:** The customer was impressed by the product quality, the optimized nutritional value and the great taste. They successfully launched this new functional product within six months utilizing our MaxFlex™ PR System.

### Concept Highlights

- 6g of plant-based protein per 36g serving\* (3 cookies)
- Improved nutritional profile (from control): 8g fat, 135mg sodium per 36g serving\*
- Gluten-free
- Natural flavors

\*Typical crispy cookies contains 2g protein, 9g fat, 140mg sodium per 36g of serving.







## MAXFLEX™ PROTEIN-FORWARD SYSTEMS



### Why ADM?

#### GET AN EDGE WITH TRUE PLANT PROTEIN PERFECTION, THANKS TO NUTRIFLEX™ SYSTEMS

ADM is a full solutions partner, who understands your formulation challenges, and can help you optimize your product for market - from marketing insights and consumer validation to sensory testing. We continue to invest in new technology and processing methods to bring you what's next in protein nutrition solutions, today. You can count on ADM to keep on delivering, with quality of product and reliability of supply.

#### OUR ADVANTAGE

ADM understands your consumer needs and formulation-specific challenges. Our science-backed product development paves the path to create consumer-desired solutions. Our special advantage to leverage our vertically-integrated portfolio in conjunction with expert taste, nutrition, texture, functional benefits, and color considerations brings "One ADM" solutions to the next level.

ADM's extensive cross-functional team expertise, global manufacturing and extensive supply chain footprint assist customers at any stage of the value chain achieve tailored, innovative and expertly designed plant-based products with end-to-end support of a trusted innovation powerhouse.



### READY TO GET TO MARKET FASTER?

Request our Prototype Formulation & a Technical Consultation.

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