



## Unlock the Power of Plant-Forward Solutions

The popularity of plant protein is continuing to gain global momentum and shows no signs of slowing down. As plant-based eating has gone mainstream, more consumers are looking for plant-based solutions that reinforce their health-focused lifestyle goals, while meeting needs for increased variety to create exciting food and beverage experiences.<sup>3</sup>

### INTRODUCING ADM'S PROTEIN SYSTEMS

To create tailored, innovative and expertly crafted plant-based solutions in a range of trending formats, you need the right partner. ADM's Systems allow you to bring what's next in plant-based solutions to the world - with speed and variety. It's a full-service portfolio that offers on-trend protein-advantaged blends to value-added textural and structural components, complete with a service offering that supports your product development. 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™ Plant Protein Blends Study, December 2021

<sup>2,3</sup>Mintel Insights 2021, 'Ingredient watch: protein blends for protein quality'

**61%**

of US plant protein consumers find it appealing to have a blend of protein in their favorite plant-based alternatives<sup>1</sup>

**64%**

of US consumers consider high protein as an important factor in nutritional beverages<sup>2</sup>

**46%**

of US dairy alternative consumers look for a high-protein claim on products<sup>3</sup>



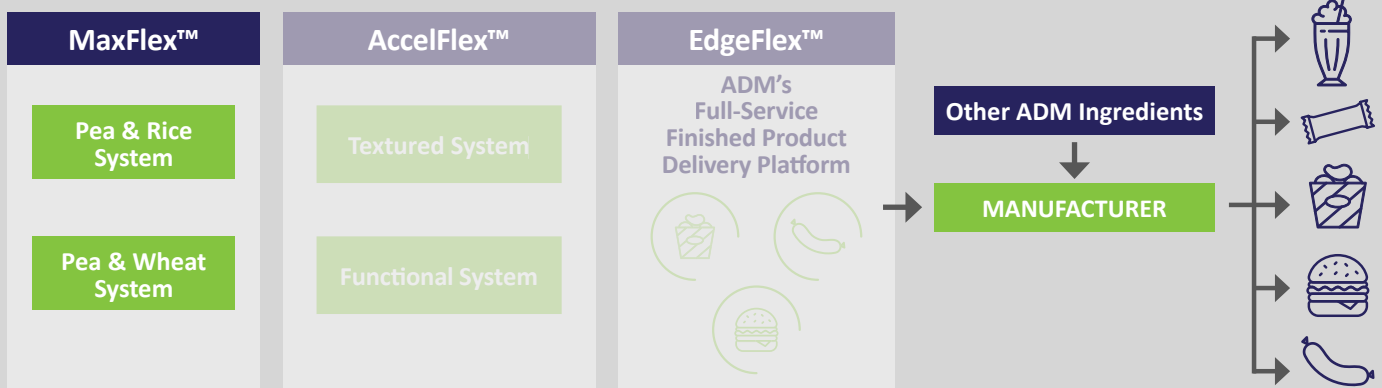
### MaxFlex™ Nutritionally Enhanced Protein Systems To Maximize Nutrition Fortification

Create innovative, plant-forward and nutritionally enhanced products with ADM's powdered plant protein blends. Our carefully designed MaxFlex™ powdered blends were created to add value by maximizing protein quality, while bringing increased protein diversity to your modern consumer's positive nutrition needs.



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

### ADM's Protein Systems Design



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

### MaxFlex™ Synergistic Plant Protein Blends

Protein nutrition solutions are developed for a broad variety of applications in on-trend categories such as specialized nutrition, baked goods, snacks & cereals, and RTD beverages. Combine ADM's plant-forward blends and functional ingredients to create diversified products while reducing supply chain complexities to get to market faster.

#### MAXFLEX™ OFFERINGS

#### Pea & Wheat Powdered Protein System

A synergistic pea & wheat protein powdered blend to deliver targeted protein nutrition to a variety of snacks and bakery applications.

#### Pea & Rice Powdered Protein System

A synergistic pea & rice protein powdered blend to deliver targeted protein nutrition to a variety of beverage, snack, and specialized nutrition applications.



Product	Product Description & Benefits	Claim	Shelf Life	Applications
MaxFlex™ PW002	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™ PR003	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 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 6g of protein, all while maintaining a rich flavor and familiar texture.

**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.





## GET AN EDGE WITH TRUE PLANT PROTEIN PERFECTION, THANKS TO PROTEIN 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. Through science-backed product development, our team paves the way to create consumer-desired solutions. With the ability to leverage our vertically-integrated portfolio in conjunction with expert taste, nutrition, texture, functional benefits, and color considerations we can bring holistic solutions to the next level.

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



## READY TO GET TO MARKET FASTER?

Request our Prototype Formulation and a Technical Consultation.

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