



Exclusively
developed for
**Beverage
Products**

FEEL NATURE'S VARIETY

Botanical Extracts for inspiring Clean Label Products

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Main Consumer Trends: Better for All

01 | **Minimally Processed**

Raw and unprocessed ingredients as well as products that seem minimally processed and offer “clean eating” are leading health and wellness trends.

02 | **Plant-Based**

Plant-based food and beverages are on the rise, as products concentrate on nutrient-packed and in particular protein-rich sustainable ingredients. Examples include the usage of ancient grains in snacks, botanical extracts and the snackification of fruits and vegetables.



Main Consumer Trends: Better for All

03 | **Functional made Personal**

Consumers expect specific benefits from food and beverages. Notable claims are energy, weight management and nutraceuticals which benefit beauty and appearance.

04 | **Ethical and Sustainable**

Consumers try to be more responsible for animal welfare, social rights and the environment.

05 | **Holistic Wellness**

Consumers seek a work-life balance, stress-free life, and, above all, joy. Indulgent products that are natural, “clean label” and still tasty provide these benefits.

The Allure of Authenticity

Authenticity is a standout consumer value in 2018 and beyond

- Visual culture in an age of digital communications is unsurprisingly at the forefront of discussions about the authentic.
- Social media is hot social currency, and a key source of food and drink inspiration for younger consumers.
- Younger consumers seek 'instagrammable' food and drink products with exciting sensory qualities.

AUTHENTIC EATING

Food trends, particularly green-tinted ones, are a useful indicator of the focus on authenticity, with many revolving around what constitutes "natural". They are part of consumer eagerness to make more considered purchasing decisions.

Mega Trend // Clean Label & Beyond

Consumers continue to push boundaries for clean label products

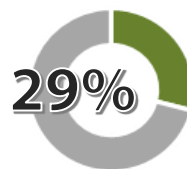
- The strength of clean label is driven by the influence of **consumers seeking natural and non-artificial ingredients**, and the willingness exhibited by major players to respond with **clear, transparent claims on packaging**.
- As a result of the consumer focus on transparency, claims like **“natural”, “organic” and “gluten-free”** have become common on the packaging of products.
- There is a growing consumers' desire for **labels that are easy to read and contain simple ingredients**. Consumers will look for reassurance that **any added ingredients are as natural as possible**.
- However, **taste is critical**. Consumers are unlikely to re-buy a product that doesn't taste good.

Mega Trend // Clean Label & Beyond

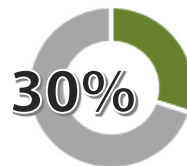
Clean Label claims captured on packaging:

- All Natural
- No Artificial Additives
- No Artificial Colours
- No Artificial Flavours
- No Artificial Preservatives
- No Artificial Sweeteners
- No Monosodium Glutamate
- GMO Free
- BPA Free

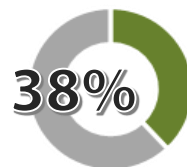
Clean Label in first place stands for natural ingredients!



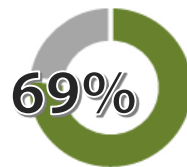
29% of UK consumers have tried to adopt a diet where they eat foods as close to their natural state as possible.



30% of UK consumers aged 16-24 agree that they have tried to follow a clean eating diet.



38% of UK consumers agree that a product with a shorter ingredients list is better-for-me than a product with a longer one.

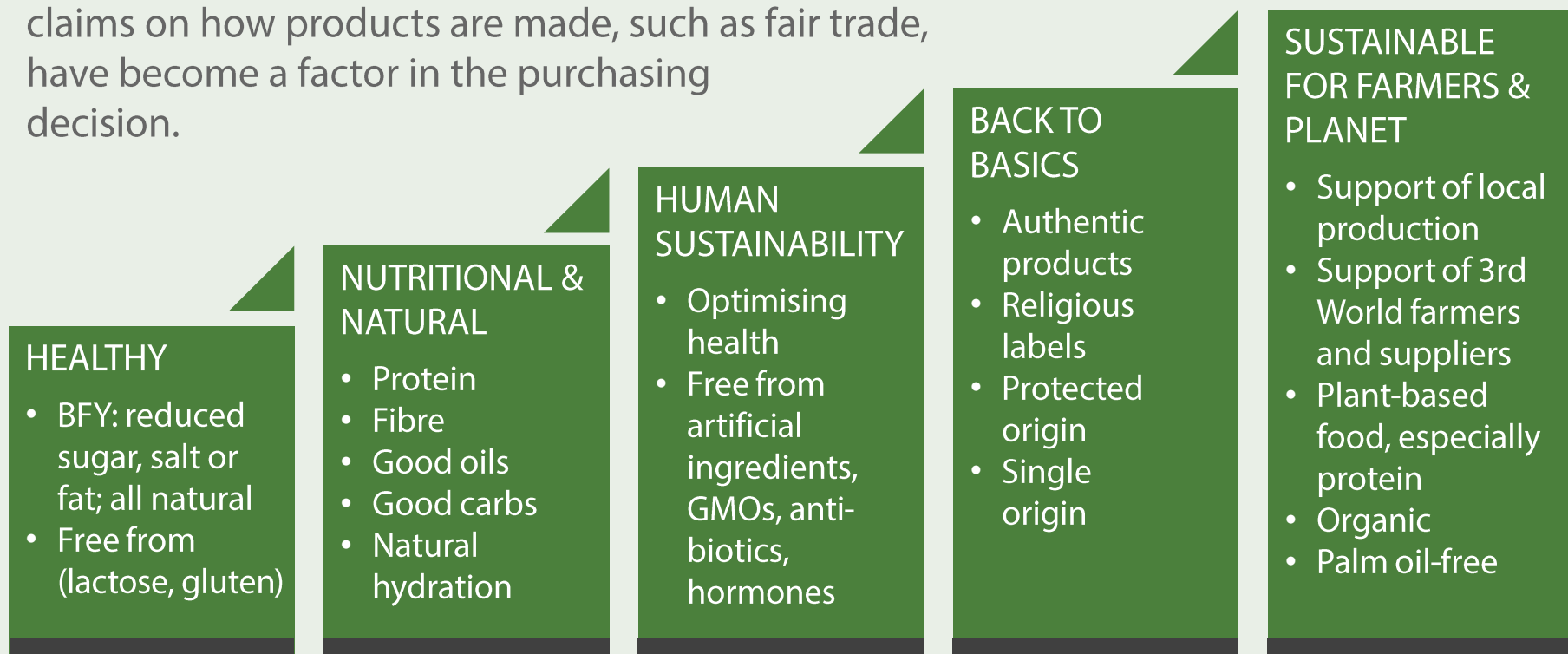


69% of US consumers agree they want to see more transparency in food product ingredients.

Mega Trend // Clean Label & Beyond

Respect to values and beliefs: Era of re-established trust

For consumers looking to take transparency a step further, claims on how products are made, such as fair trade, have become a factor in the purchasing decision.



Market Data // Botanical Extracts

In the recent past years there has been a rapid shift towards more natural and organic products. An increasing demand of health conscious consumers in the global level market regarding consumption of healthy and nature-based products is expected to drive the market growth of botanical extracts.

POWER TO THE PLANTS

Botanical extracts can be derived from a number of plants or botanical sources (e.g. fruits, leaves, flowers, seeds, barks, spices, etc.) and are defined as a complex, multi-component mixture consisting of a bioactive compound obtained by solvent extraction technique. In other words, botanical extracts are herbal product ingredients present in dry, liquid or semi-solid form, that are used in widespread applications across the food and beverages industry.



Market Data // Botanical Extracts

Market Drivers and Trends

- Urbanisation, high disposable income, vegan and vegetarian trends, and growth in demand for healthy nutritional foods have increased demand for botanical extracts.
- Increasing consumer awareness regarding the benefits of consumption of products that includes natural plant derived extracts, without compromising on flavour and taste.
- Growing demand for convenience food products and an ongoing shift towards organic and clean label products.
- Usage of botanical extracts in food and beverages offers great taste and natural flavour and enriches the nutritional value of products.

Market Data // Botanical Extracts

The global botanical extracts market is estimated to be valued at **USD 3.92 billion in 2017**, and projected to reach USD 6.03 billion by 2022, at a **CAGR of 9.0%** from 2017.

Botanical extracts are widely used ingredients in food & beverage applications, owing to their **enhanced organoleptic characteristics** and improved nutritional profile.

10% of global food and drink launches list some kind of herbal extracts on pack!

Currently, the majority of demand for extracts accounts to the **North American and European market**, with a positive long-term growth expected to 2024.

Europe is projected to grow at the highest CAGR during the forecast period, driven by shifting consumer preferences towards natural products and healthy lifestyles.



Market Data // **Botanical Extracts**

- Fruit and vegetable botanical extracts are the most common, accounting for approximately a quarter of food and drink launches. Popular flavours include strawberry, vanilla, orange, apple, lemon and carrot.
- Especially fruit and leave extracts are expected to show robust growth over the forecast period.
- Additionally, the healing properties of botanicals are being explored, with traditional medicines, such as Traditional Chinese Medicine or Ayurveda providing inspiration. Compounds found in some fruits and vegetables are also being evaluated for their potential in sports nutrition.



Market Data // Botanical Extracts

- Spices are estimated to account for the largest market share in the botanical extracts market, due to their wide range of applications in food and beverages, due to changes in lifestyles and growth in the trend of exploring and experiencing new food.
- Although herbs & spice flavours represent a small percentage of food and drink launches, the use of these flavours has grown in recent years. Top flavours include cinnamon, mint, ginger and rosemary.
- Herbs and spices can add culinary excitement to new categories, such as alcoholic beverages, ready meals, yogurt and carbonated soft drinks.

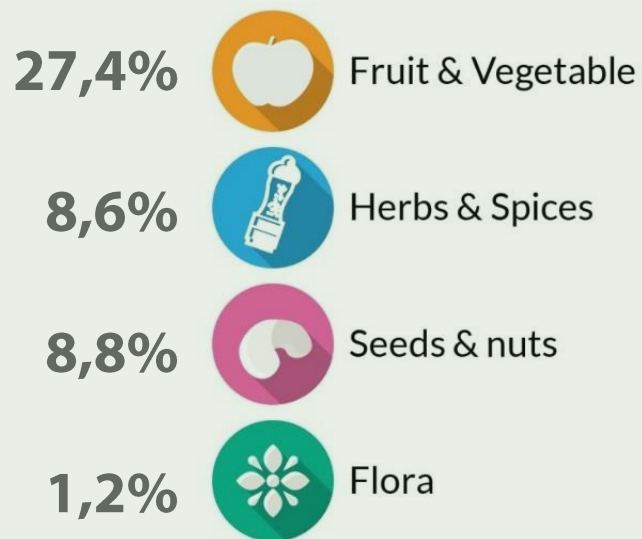
Market Data // Botanical Extracts

Global food and drink launches with flavour/extract component group by region,
June 2013 – May 2016

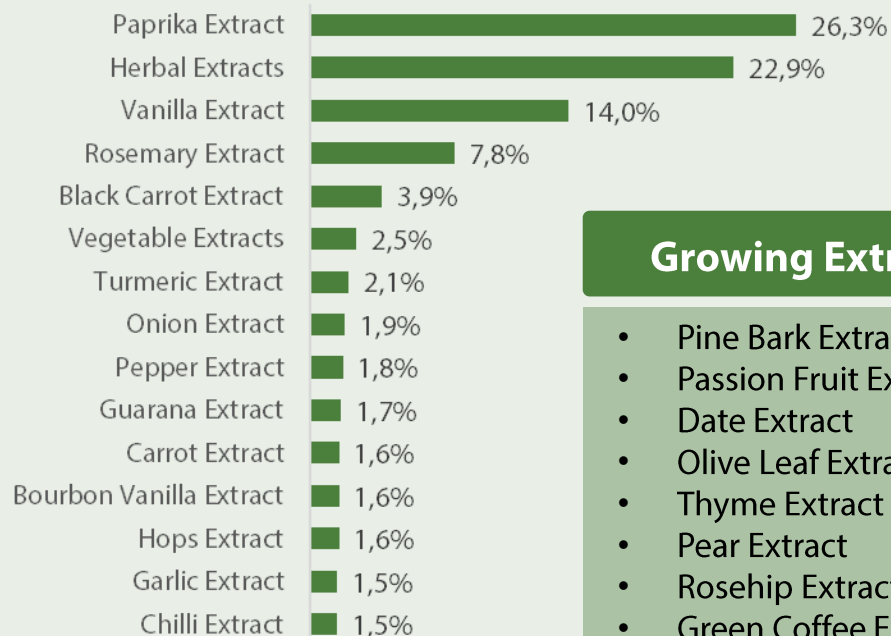


Market Data // Botanical Extracts

Percentage component group, global (06/2013 – 05/2016)



Top extracts in food and drink launches, globally (01/2015 – 11/2017)



Growing Extracts

- Pine Bark Extract
- Passion Fruit Extract
- Date Extract
- Olive Leaf Extract
- Thyme Extract
- Pear Extract
- Rosehip Extract
- Green Coffee Extract
- Basil Extract
- Coconut Extract

A photograph of a glass of lemonade with ice, lemon slices, and a sprig of rosemary on a wooden surface. The glass is in the foreground, and another similar glass is visible in the background. The background is a blurred wooden surface with a lemon wedge and some rosemary sprigs.

Botanical Extracts in Beverages

The beverage industry is **facing tough competition** due to innovation and formulation of nutritional beverages as companies are focusing on offering health benefit AND flavoured drinks. Continuing on **the plant-based trend**, there is an **increase of botanicals in beverages**, that offer **varied flavours and health properties**.

Consumers see botanicals as known ingredients, offering a **“back to nature”** approach to promoting a range of wellness states, based on historical wisdom ranging from digestion to detox. As artificial flavours continue to decline in popularity there are numerous possible applications for botanicals in beverages, like cocktails and craft beers or RTD beverages and functional drinks.

A photograph of a glass of lemonade with ice, lemon slices, and a sprig of rosemary on a wooden surface. The glass is in the foreground, and another similar glass is visible in the background. The background is a dark, textured wooden surface. The text 'Botanical Extracts in Beverages' is overlaid on the top right of the image.

Botanical Extracts in Beverages

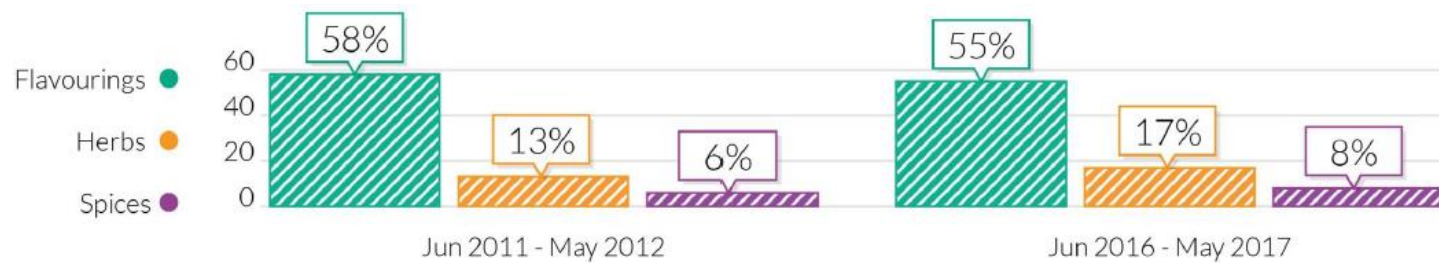
Cuisine Style – Sticky and Sweet was Yesterday

The triumphal procession of botanicals in beverages goes back to the 8th century and has its origin in the art of making tea. But even today extracts in beverages play an important role again. Ambitious mixologists, which banned the typical sweet and sugary cocktail classics like Pina Colada from their menus and **placed green, spicy and herbal ingredients** instead, paved the way for innovative use of extracts in beverages again. The boom of gin and vermouth has also driven this movement. Consumers now appreciate woody-earthy to herbaceous-ethereal flavours in beverages.

Botanical Extracts in Beverages

Botanical Notes - Suitable for Almost Every Beverage Type and Gaining Impact

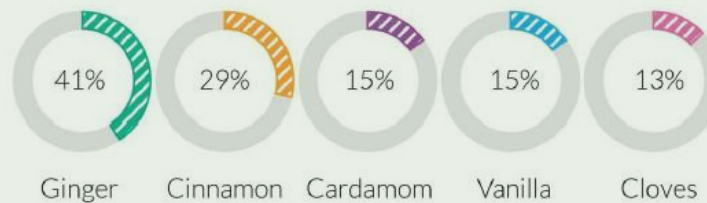
NPD | Drinks | Herbs & Spice Ingredients | Comparison 2011/12 to 2016/17



Top 5 herbs in drink product launches, global, June 2011 to May 2017 (only includes products that contain a herb), (includes all children ingredients)*



Top 5 spices in drink product launches, global, June 2011 to May 2017 (only includes products that contain a spice), (includes all children ingredients)



Botanical Extracts in Beverages

Carbonated Softdrinks (CSD) as a New Category for Botanicals

- **Adding of herbal flavours** might help brands create **less sweet CSD** flavours that appeal to the 22% of US adults who want to see less sweet flavours of CSDs.
- Beyond its association with health, the botanical world offers a **wide range of sophisticated flavours** which do not excessively rely on sweetness to come into effect.
- **A third (34%) of German** consumers state that they **prefer** CSDs which are **less sweet** in taste.

Almost half (47%) of German consumers express interest in buying carbonated soft drinks with botanical ingredients. Similar views are shared by neighbours in Italy, France, Spain and Poland.



Botanical Extracts in Beverages

Wellness Drinks and Naturalness to Make Your Life Better



Growing **customer needs for well-being and functional drinks** creating a natural and delicious taste can be fulfilled by the **perceived health benefits** of botanicals.

With regard to their used **natural ingredients and botanicals**, wellness drinks address a **variety of needs such as:**

- relaxation
- vitality
- anti-aging
- beauty support
- functionality for health needs

More than a **quarter of all drinks advertise well-being**, nature, vitality or anti-aging. Wellness supplements are dominated by all kinds of **plant supplements** and functionality can be delivered by adding vitamins or minerals. Next to CSD, Wellness Drinks mostly appear in the category of **Flavoured Waters** (with or without carbonation).

Botanical Extracts in Beverages

Wellness Drinks & Superfoods

Next to herbal extracts an increasing number of wellness drinks contains so-called **superfood and floral extracts**. Those ingredients are currently **emerging**. Birch, lavender and cowslip belong to the most dynamically growing herbal infusions. Superfoods are fruits, vegetables, seeds or spices with **greater-than-average nutritional value**. The more a fruit or vegetable is forced to grow in difficult conditions, the more it's forced to fortify itself against extreme climate, providing it with an **enormous concentration of nutrients**. Anti-inflammatories, relaxants for mind and body or antibiotics: the list of benefits is long.

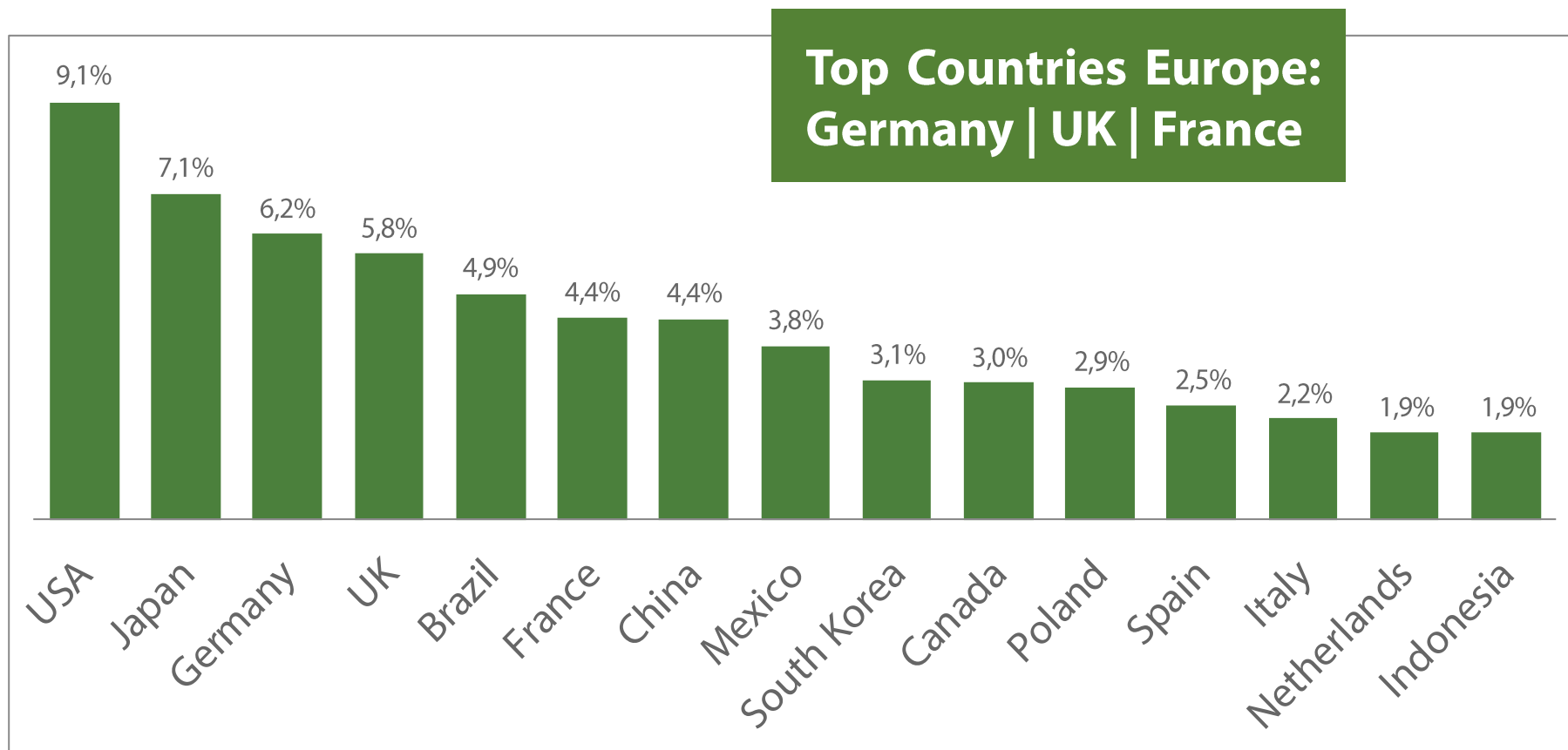
Health benefits of Superfoods:

- Protect against diseases, infections and inflammation
- Help to reinforce the immune system
- Contribute to greater mind-body balance
- Prevent malnutrition or a deficit in certain nutrients
- Provide energy
- Help with workout recovery



Market Data // Botanical Extracts in Beverages

Top Countries, global | NPD | Botanicals in non-alcoholic Beverages | 01/2014-10/2017



Market Data // Botanical Extracts in Beverages

NPD | Flavoured Waters Containing Botanical Extracts | Europe & USA | 01/2015-10/2017

Top Claims	Variants (% of series)
Low/No/Reduced Calorie	39.3%
Environmentally Friendly Packaging	38.5%
No Additives/Preservatives	37.8%
Low/No/Reduced Sugar	23.0%
Vitamin/Mineral Fortified	20.7%
Social Media	15.6%
Other (Functional)	15.6%
Low/No/Reduced Allergen	14.8%
Gluten Free	11.9%
Kosher	9.6%

Total number of launches:

136

Branded:

86.8%

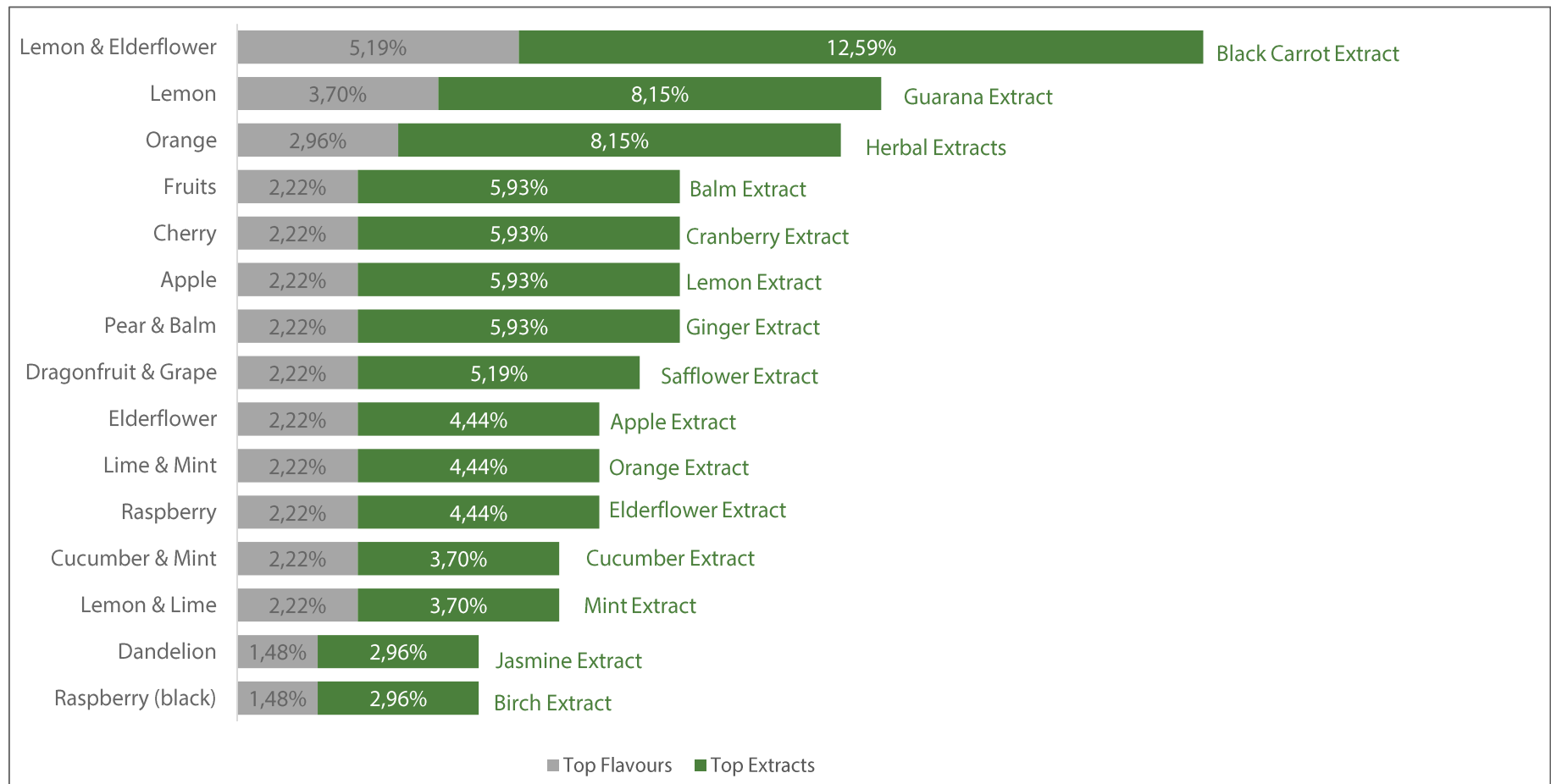
Private Label:

13.2%

Launch Type	Variants (% of series)
New Product	51.1%
New Variety/Line Extension	29.6%
New Packaging	11.9%
Relaunch	7.4%

Market Data // Botanical Extracts in Beverages

Top Flavours and Extracts for Flavoured Waters | Europe & USA | 01/2015-10/2017



Market Insight // Beverages with Botanical Extracts



Belvoir Botanicals, UK | Belvoir has created a range of wellness drinks containing botanical extracts, such as hibiscus, echinacea or mint to deliver functional and health promising drinks with a variety of flavours that suit everyone.



Purity Soft Drinks, UK | Firefly Revitalising Pomegranate & Elderflower Juice Drink is a fruit juice drink with herbal extracts of thyme, kola nut, elderflower and rosemary.

Ocean Spray, USA | Cranberry infused water with cranberry extract. Available in various flavours, such as raspberry, pomegranate, blood orange, mango-passionfruit or lemonade.



Market Insight // Beverages with Botanical Extracts



Super Nuva, UK | No & more is a still flavoured water range with natural spring water and botanical extracts, available in Cucumber-Mint, Watermelon-Melon, Raspberry-Blueberry and Tangerine-Mango.



Rhodius, Germany | Rhodius Water is a carbonated soft drink range with natural mineral water and botanical extracts, available in Lime-Mint, Passionfruit and Ginger.

Botanical extracts represent important clean label attributes that help food and beverage manufacturers to meet the consumers' demand related to healthy and natural food products.

Bell's high quality range of botanical extracts is in-line with today's consumer demands and delivers natural solutions for creating inspiring clean label products.

Feel nature's variety and discover unique extracts for refreshing wellness drinks...



Botanical Extracts for inspiring Clean Label Products

- ✓ Botanical extracts made of natural material **combining high-quality products with efficiency and exceptional sensory properties**
- ✓ Natural, **clean label declaration** possibilities subject to depiction
- ✓ Aromatic, natural and authentic taste, inspired by **innovative and intense taste directions that deliver standardised quality and reliable product properties**
- ✓ **Suitable for various beverage applications**, e. g. flavoured waters and carbonated softdrinks
- ✓ **Responds to a growing demand for natural and healthy food products** that commands consumer attention and repeats purchases

We not only offer a diverse and innovative range of extracts, we are also able to develop tailorised applications and extract combinations, giving our customers a truly tailor-made solution.

A composite image showing ginseng roots in the upper half and a cluster of red cherries with green leaves in the lower half. The ginseng roots are light brown and gnarled, resting on a light-colored wooden surface. The cherries are vibrant red and glossy, resting on a darker, weathered wooden surface.

GINSENG & CHERRY

0486582 Ginseng Root Extract

3450117 Cherry Flavour

Carbonation g/l	5,0
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°Brix refr.	3,4
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as Citric Acid g/l	1,5
--------------------	-----

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Natural Cherry Flavouring, Ginseng Root Extract*



FLORAL & MINT

0487381 Rose Blossom Extract

0487557 Lavender Extract

0526688 Peppermint Flavour

Carbonation g/l	5,0
-----------------	-----

°Brix refr.	3,4
-------------	-----

as Citric Acid g/l	1,5
--------------------	-----

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Lavender Flowers Extract, Rose Blossom Extract,
Natural Mint Flavouring*



THYME & APPLE

0486635 Thyme Extract

0550124 Apple Juice Flavour

Carbonation g/l	5,0
-----------------	-----

°Brix refr.	3,4
-------------	-----

as Citric Acid g/l	1,5
--------------------	-----

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Natural Apple Flavouring, Thyme Extract*



BASIL & LEMON

0418672 Basil Extract

0008995 Lemon Extrol

Carbonation g/l 5,0

°Brix refr. 3,4

as Citric Acid g/l 1,5

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Basil Extract, Natural Lemon Flavouring*





ROSEMARY & CHERRY

0486230 Rosemary Extract

3450117 Cherry Flavour

Carbonation g/l	5,0
-----------------	-----

°Brix refr.	3,4
-------------	-----

as Citric Acid g/l	1,5
--------------------	-----

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Natural Cherry Flavouring, Rosemary Extract*



GOJI & APPLE

0486442 Goji Berries Extract

0550124 Apple Juice Flavour

Carbonation g/l 5,0

°Brix refr. 3,4

as Citric Acid g/l 1,5

*Ingredients: Carbonated Water, Sugar, Citric Acid,
Goji Berries Extract, Natural Apple Flavouring*



Contact

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