

TATE & LYLE

North America Prototype Pantry



Oat and Dairy Milk Hybrid Beverage

Sustain growth in the dairy alternative space

Plant-based beverages continue to see growth, but the question remains on what is next for dairy alternative innovation. To begin to answer this question, it is critical to reflect on and understand current gaps or unmet needs for consumers.

US consumers state they would like to see innovation in the following areas¹:

49%

Would like a
**higher protein
content**

56%

would like to see
**less processed
dairy alternatives**

43%

who do not purchase
dairy alternatives noted
that **they prefer
the taste of dairy**

Give consumers the best of both worlds

48% of US consumers purchase both plant-based and dairy milks, denoting that consumers see benefits to both.²



*A **plant-based and dairy hybrid** may appeal to those consumers seeking to increase consumption of plant-based proteins without sacrificing the taste, creamy texture, and nutrients delivered by dairy milk.*

Deliver clean flavor and mouthfeel with our dairy expertise



Our take on this unique hybrid opportunity blends dairy milk and the increasingly popular oat milk, with the added benefit of no sugar added. Our creative dairy experts leveraged custom blends to deliver clean flavor and pleasant mouthfeel that dairy drinkers expect, while preserving the nutritional benefits of calcium fortification and protein content that dairy alternative drinkers desire.

Our Solutions

FS 3-23556 ES Oat Beverage Base
CC-9129 Stevia Blend

Source: 1) IPSOS study 2019, T&L proprietary research, Mintel Report Dairy Alternatives US, June 2020; 2) New Nutrition Business Report Hybrid Strategy Harnessing the healthy halo of plants, and T&L analysis.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you're facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

Contact your sales representative today to learn more about partnering with Tate & Lyle.

www.tateandlyle.com