

CRACK OPEN

THE FUNCTIONAL
BEVERAGE MARKET

BOOST YOUR
BUSINESS WITH
PROBIOTICS





INNOVATION

“Innovation is the key to success in the beverage industry.”

-Future Market Insights



Innovation for drinks used to mean new packaging or clever marketing. Now innovation means redesigning the drinks themselves. Beverages are being created to target specific health conditions. Drinks now provide more natural energy, replace entire meals, and do a lot more.

You know innovating will boost business.

However, innovation is risky – especially with ingredients. You don’t want to come up with the newest and hottest combination, only to see sales to fall flat. You also have the challenge of working within your current manufacturing process. Not everything can be smashed, squashed, boiled, frozen, etc. and stay nutritious. Then there’s transparency. People read labels. They want to know what’s in their food.

The good news is consumers are paying a premium for functional beverages.

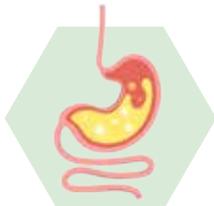
Millennials want healthy refreshment. And they’re willing to pay more for it. People who exercise are now in the mainstream – meaning sales of performance drinks are up. Consumers want drinks that refresh, hydrate, and nourish. They want drinks low in calories. They want drinks that are healthy, pure, and convenient. No longer is soda the first thing people reach for. Now they’re guzzling a variety of potions: flavored sparkling waters, milkshakes, smoothies, tea, coffee, juices, and sports drinks.



CRACK OPEN THE FUNCTIONAL BEVERAGE MARKET – EASILY – WITH THE RIGHT PROBIOTIC



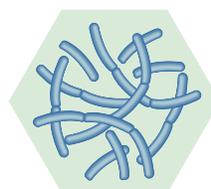
Probiotics are familiar to consumers. They've been in grocery stores for years.



Probiotics are good for the gut. People know this means they'll feel better.



Probiotics are safe. People feel comfortable drinking them.



Probiotics haven't changed. What has changed is the variety available for commercial consumption.



You need a probiotic that fits into your manufacturing process – and remains viable in harsh conditions.

The best probiotic to use for concocting beverages is a spore former such as *Bacillus subtilis*. *Bacillus subtilis* is different from most probiotics. It has a tough outer shell, which means it can withstand harsh processing. It also stays viable within a wide range of pH conditions. *Bacillus subtilis* doesn't germinate until it reaches the right environment – in the GI tract.

This means you can use *Bacillus subtilis* in such stringent processes as high-pressure processing, flash pasteurization and hot fill.

DE111® is a clinically studied strain of *Bacillus subtilis* from Deerland Enzymes & Probiotics.

The DE111 strain of *Bacillus subtilis* has been genome sequenced for safety and clinically proven to support digestive and immune health. DE111 is clinically proven

Bacillus subtilis works well in:

- Fruit nectars
- Vegetable juices
- Sparkling waters
- Smoothies
- Hot drinks
- Frozen concoctions
- Milk & milk alternatives
- Powdered drink mixes

to control microbial populations in the gut, promote regularity and help maintain general health.

Raise your share of the booming beverage business with DE111.

Consumers are indulging in more drinks than ever – especially as snacks.

And 49% of all eating occasions are snacks.

This upward trend is expected to continue as more people choose flavored water and other beverages over carbonated soft drinks.

DE111 can be used in a variety of drinks.

It doesn't require special storage conditions like most other probiotic strains. It homogenizes well with almost any liquid. It stays viable in a wide variety of pH conditions, and it incorporates seamlessly into dry mixes.



DE111 probiotic gives an extra boost to performance/sports beverages:

A double-blind, randomized, placebo-controlled study of collegiate female athletes showed DE111 produced statistically significant improvements in the reduction of body fat percentage and improved performance, when consumed with adequate post-workout nutrition.

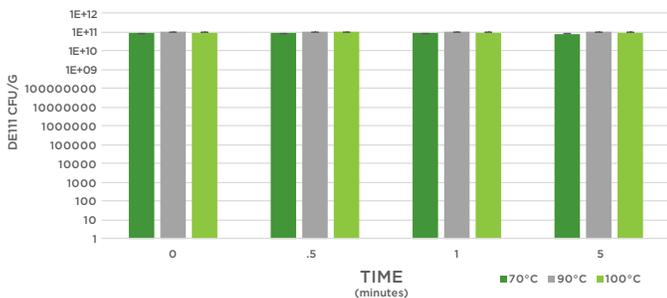


DE111 + protein drink = reduced body fat percentage & improved performance

DE111 can stand up to beverage processing and storage.

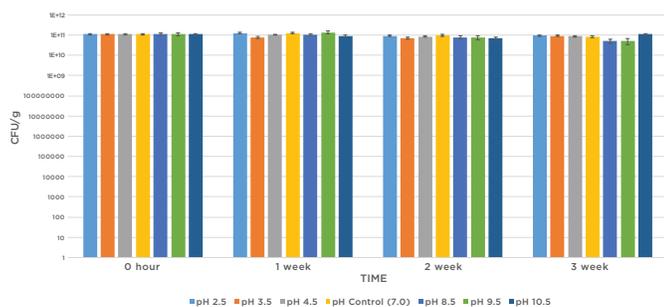
Thanks to the spore-forming ability of DE111, the probiotic can remain viable within a wide range of temperature and pH levels.

DE111 Temperature Stability



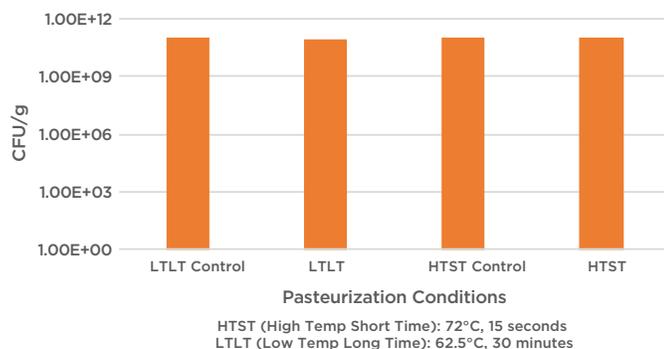
DE111 viability is maintained under temperatures up to 100°C for up to 5 minutes.

DE111 pH Stability



DE111 viability is maintained under a wide pH range for a period of one month.

DE111 Pasteurization Stability



DE111 viability is maintained under various Pasteurization techniques.



To learn more about DE111, contact Deerland at info@deerlandenzymes.com or 800.697.8179

#1 BEVERAGE TRENDS

Water:

- Water is replacing carbonated soft drinks
- Younger consumers prefer sparkling waters flavored with real juice
- Older consumers like subtly flavored premium water
- 1 in 5 women want bottled water enhanced with nutrients



Performance/Sports Drinks:

- Sports nutrition predicted to be top performing healthcare sector globally
- Energy drinks are growing at 7.6%
- Mainstream sports beverages growing at 3.2%
- Boomers and Seniors are driving much of the growth

Juice:

- Juice consumption is down 2.6% due to cost and calories
- HPP juice, however, is up 6.6%
- 18% of consumers look for juice that has functional benefits



Milk & Milk Alternatives:

- Milk is the 5th most consumed beverage
- Most of this consumption is in milkshakes/smoothies
- Skim milk sales down 6.3%
- Whole milk sales up 3%
- Almond milk up 16.1%
- Younger consumers are the top users for alternative milks

SOURCE: Sloan Trends

By adding DE111 to your drink, you have a beverage that:

- ✓ Supports digestion
- ✓ Promotes immune health