

Mintel announces IFT 2010 taste test winners

CHICAGO, US: The Institute of Food Technologists (IFT) gathered in Chicago from July 18-20 to learn about innovative new food and beverage products launched around the world. Mintel, the global leader in market and consumer intelligence, continued its tradition of hosting the Global New Products Pavilion, innovative product tastings and presentations highlighting the latest trends in the food, drink and foodservice industries.



During each session, Mintel's renowned new product experts, Lynn Dornblaser and David Jago, presented on the topics of Baby Boomers, Satiety and Simple Ingredient Statements.

The nearly 700 attendees at the Mintel presentations and tastings were asked to vote on their favourite products in each category and their results include:

- **Baby Boomers:** a generation in search of new products "With baby boomers comprising 26% of the population, it only makes sense that manufacturers are positioning products just for them," notes Dornblaser. "The trick is to position these products with the needs of baby boomers in mind, without making the consumer feel like they have ailments or are aging."

Smartfood Popcorn Clusters from the US took first place in the boomer category. While being an indulgent snack, it also serves up some powerful nutrition, such as calcium and fibre. Tripl3 O Antiox Green Tea with Honey from Colombia and Kellogg's All-Bran Buds Singles from Canada took second and third place, respectively.

- **Satiety:** the next big thing in weight management With rising obesity rates and an increase in chronic ailments, wellness and wellbeing is a trend we will be seeing a lot of in the next few years and satiety right in.

IFT attendees chose the EcoSlim Dark Chocolate Bars from Portugal as their favourite product for staying fuller longer. Kellogg's Special K Sustain Breakfast Cereal from the UK came in second place followed by Barilla Mulino Bianco Grancereale Fibre Biscuits from Italy.

- **Simple Ingredient Statements:** clear language for confused consumers According to Dornblaser, "natural" and "additive-free" have become part of the consumer's health and wellness vocabulary. People are attracted to clean labels and are taking great measures to avoid over-processed foods.

It was a tight race in the simple category. Pepsi Raw Natural Born Cola (UK) came in first place with its natural plant extracts and new pack design. In second place was Yoplait Simply...Gogurt Portable Lowfat Yogurt from the US, followed by the UK's Planet Lunch Squeezable Fruit containing 100% natural ingredients.

For more information on these or other Mintel products and presentations from IFT 2010, contact

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