



**Ingredientsinsight** 

**ESSENTIAL INDUSTRY INTELLIGENCE**

[www.ingredients-insight.com](http://www.ingredients-insight.com)

An official Canadean Ingredients publication

 **canadean**



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Rapid population expansion and changing consumer preferences are driving growth and innovation in the food and drink ingredients market. New product development remains high as many of the world's leading food and drink groups expand their product offerings and presence in new market sectors and territories in order to remain competitive whilst meeting the needs and concerns of consumers.

Intense competition means that manufacturers of commercially produced and preserved food and drink are constantly developing and reformulating products to meet the changing needs of the modern consumer whilst ensuring they comply with the rigid regulatory requirements that are imposed by national and international regulatory bodies.

Ingredients Insight is specifically designed and edited for primary decision-makers at the world's major food and drink companies who are engaged in the process of research, development, innovating, reformulating and manufacturing. This unique and powerful audience has the authority to make the decisions to purchase the products and services they require to drive their business forward.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders.



Reach **30,000** ingredient professionals worldwide

**Consultant Editor**  
– Karin Elisa Nielsen, director,  
ingredients division

Karin E Nielsen has more than 29 years' experience in international business, the last 16 years in nutritional ingredients, drug discovery and biotech research companies.



She has maintained leading positions in sales and marketing, and global key account administration, as well as leading life science innovation projects and spin out companies.

She has worked for Arla Ingredients Nutrition (BD and global KAM), bioTEAMsouth Life Science Organization (Marketing and MD), stem cell discovery firm Danish Drug Discovery ApS (CEO) and consultancy firm Bio2com ApS before founding Nutrafiles, which became part of Canadean in July 2011.



## CIRCULATION PROFILE

The operational, strategic and technical readers of *Ingredients Insight* have the authority to recommend, specify or authorise over 75% of all spend in the market. (publisher's survey)

### "C Level"

- CEO
- CFO
- CIO
- COO
- Chairman
- President

### Manufacturing

- VP manufacturing
- Technical director
- Operations manager
- Senior VP, manufacturing
- Head of production
- Quality control manager
- Plant manager

### Business management

- Business manager
- VP licensing and regulatory affairs
- Managing director
- VP sales
- VP purchasing
- Logistics directors
- Innovation director
- VP open innovation

### Research and development

- Chief scientific officer
- Research and development manager
- Senior VP, research, development and engineering
- R&D director
- Formulation director
- Food engineer

## Geographical Distribution





## EDITORIAL

### Engaging content

Quality content is at the heart of *Ingredients Insight*. Our expert editorial team selects the best opinion and trend analysis from the individuals and organisations forging the future of the food ingredients sector.

#### Covering the key issues

- Bakery & cereals
- Beverages
- Confectionery
- Convenience foods
- Cereals
- Dairy
- Dietary supplements
- Infant foods
- Meat
- Snack foods
- Oils and fats
- Distributors

#### Agribusiness

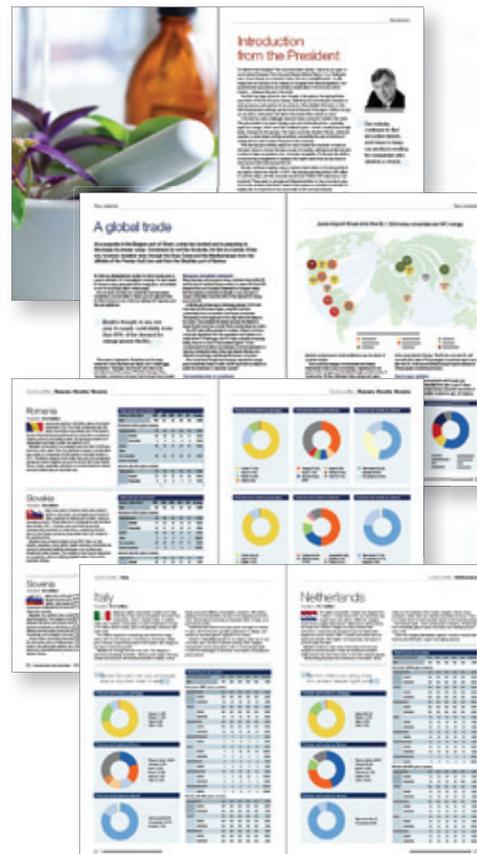
- Seeds, Starch, Nuts, Fiber, Yeast, Dairy, Cereal grains, commodities, glucose,
- Dextrose, corn syrup, cocoa

#### Ingredients sectors covered

- Acids, Acidity regulators, Anticaking agents
- Antifoaming agents, Antioxidants, Bulking agents
- Food colouring, Colour retention agents, Emulsifiers
- Flavours, Flavour enhancers, Flour treatment agents
- Glazing agents, Humectants, Tracer gas, Preservatives
- Stabilizers, Sweeteners, Thickeners

#### Nutraceutical

- Vitamin, minerals, botanical, amino acid, concentrates, metabolite, constituent



### Securing the best contributors:

- Dr Jan van Loo, **Beneo Group**
- Geoff Bryant, director R&D, **Mars Chocolate UK**
- Larry Fernandes, president, **International Stevia Council**
- Jerry Lynch, vice president and chief sustainability officer, **General Mills**
- Even Remoy, sales and marketing director, **Olympic Seafood**
- Patrick Coppens, director of international food & health law and scientific affairs, **EAS**
- Sarah Dowding, senior regulatory affairs specialist, **Nestle UK**
- Helen Munday, director, scientific and regulatory affairs, **Coca Cola North West Europe and Nordics**
- Sarah Codrea, executive director, **International Association of Colour Manufacturers**

### A focus on the next issue

- **Market Intelligence Trends:** Canadean's top trends in sectors including bakery, beverages, confectionery, plus more
- **Innovation:** Latest innovations from leading food, beverage and dietary supplement manufacturers
- **Events:** Ingredients Insight covers industry events including IFT, Gulf Foods 2014 and HIE

## READERSHIP

The key to **Ingredients Insight** is the highly targeted distribution programme. The readers are the senior decision-makers representing the buying chain at the top food and drink processing companies worldwide as well as selected leading ingredient manufacturers covering:

- |                                |                                 |                      |
|--------------------------------|---------------------------------|----------------------|
| ■ Corporate management         | ■ Quality control and assurance | ■ Finance            |
| ■ Research and development     | ■ Packaging                     | ■ Marketing          |
| ■ Business development         | ■ Purchasing                    | ■ Regulatory affairs |
| ■ Manufacturing and processing | ■ Licensing                     |                      |

Readers include the decision-makers and budget holders at leading food groups worldwide.



## About Canadean

Canadean has long held a reputation with FMCG companies for providing specialist business information by conducting detailed industry and consumer research, supported by insightful value-added analysis. We cover the entire spectrum of the consumer value chain from suppliers, brand owners, and distribution channels to consumer insight.



By researching markets in a holistic way, Canadean's research methodology enables clients to make informed strategic decisions that are founded on robust and reliable data and market insights. We specialise in online survey panels, qualitative and quantitative in-country research, industry analysis and consultancy.

Canadean's dedicated in-country researchers and analysts have an industry background in marketing, market research, consulting and advanced statistical expertise. They are well positioned in the industries themselves and therefore, best placed to ask the right questions of the right people.

This network of professional researchers stretches across more than 80 countries, enabling Canadean to conduct unique research via our trusted business communities.



Ingredients Insight Awards

## Ingredientsinsight Awards

### And the winners are...

Welcome to the launch of the **Ingredients Insight Awards**. We are seeking to honour the food industry's peers, colleagues and competitors, as well as our core readers and panel members. The candidates have been shortlisted by Canadean Ingredients' expert research teams, and industry professionals have participated by casting their votes across the following four categories. Congratulations to this year's winners.

#### SUPPLY CHAIN CONTROL AWARD

WINNER:

Elderberry extract – BerryPharma

BerryPharma's growers process up to 8,000t of elderberries each year.



BerryPharma sources its elderberry supply from more than 1,000 growers in the Steiermark region of eastern Austria. The growers are members of a cooperative that has its own cold store where traceability records are maintained, and the fruit is sorted and snap frozen. Up to 8,000t are processed each year.

The Haschberg fruit supplied from the Steiermark region contains three times the polyphenol content of other varieties. This commercial-scale cultivation of former wild-picked berries ensures a high level of quality control for varieties supplied to B2B partners developing health-active consumer products, and builds confidence in the supply chain.

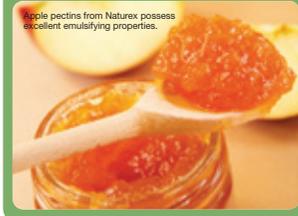
#### CLEAN LABEL AWARD

WINNER:

Naturex's apple pectin – Naturex's apple pectin

Naturex's apple pectins are apple-derived polysaccharide fibres and have excellent emulsifying properties. Instead of modified compounds, natural pectins come in many formulations where clean-label status is desirable, such as dairy products, shakes, snack bars and desserts.

Naturex also claims that the consumption of pectins aids the maintenance of normal blood cholesterol concentrations, providing that 10g is consumed per meal, which rarely occurs when they are used as an emulsifier.



Apple pectins from Naturex possess excellent emulsifying properties.

Ingredients Insight Awards

## Ingredientsinsight Awards

#### INVENTORS AWARD

WINNER:

Jacques Mazoyer – Cargill

Jacques Mazoyer is responsible for process and product development within Cargill's texturising solutions business. He leads a team of scientists dedicated to laboratory-based innovation, and the production and development of hydrocolloids.

Mazoyer has promoted innovation in various areas including raw materials, processing, product development and polysaccharide functionalities. He also created a new polysaccharide granulation process in which granulation water is slowly added in the form of ice to create a binding agent. He has discovered specific emulsifying properties of depolymerised pectin that are useful for producing soda and also for encapsulation with cyclodextrin. In addition, Mazoyer has promoted the idea of grafting protein onto pectin, leading to new and



Jacques Mazoyer of Cargill.

interesting emulsifiers, and has strongly contributed to the development of functional fibres from citrus.

Mazoyer has also been involved in a wide variety of process-improvement projects with the aim of producing ingredients from natural sources.

#### CONSUMER AWARENESS AWARD

WINNER:

Truvia – Cargill

Cargill's Truvia stevia is a great-tasting, zero-calorie sweetener that helps create the taste customers love. It is derived from a natural source, the best-tasting part of the stevia leaf, and backed by over 85,000 hours of food and applications research, as well as an expertly managed supply chain.

The Truvia business has three pillars that support its customer offering: sustainability, market and consumer insights, and expertise.

Cargill's Truvia business was the first to develop and implement a sustainable agricultural standard for stevia, based on agricultural regulation used for other types of crops. This comprehensive standard addresses everything from farmer safety and cultivation techniques to biodiversity preservation.



Cargill's Truvia stevia is derived from the best-tasting part of the stevia leaf.

Understanding consumer attitude also key. As a result of extensive research, Cargill developed a set of proprietary tools and beverage customers to better understand consumer attitudes and behaviour. Its unique insights into sweeteners, a successful global brand of tablet natural sweetener.



### Ingredients Insight Awards

Next year's Ingredients Insight Award winners will be announced in the November 2014 edition of the magazine. For information on how to vote email [andrew.tunncliffe@progressivedigitalmedia.com](mailto:andrew.tunncliffe@progressivedigitalmedia.com) and for further information on sponsorship opportunities contact Curtis Ross on Curtis. Ross@globaltrademedia.com. You can also log onto [www.ingredients-insight.com](http://www.ingredients-insight.com) to find out when entries open.



Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

## ADVERTISING PACKAGE

- An effective campaign that combines the best of print and digital marketing options
- Highly targeted and audited circulation
- Supplier listing.

A strictly limited number of strategically placed advertising positions have been made available and the costs are detailed here.

## ONLINE OPTIONS

- Optimised 600-word solutions and services showcase
- Exclusive lead banner position
- Special white paper service.

## GBP RATES

### Colour

Double-page spread (DPS)	£12,900
Single page	£6,900
Half page	£4,100

### Special positions

Outside back cover	£9,900
Inside front cover	£9,900
Inside back cover	£8,900
Inside front cover DPS	£13,900

*Ingredients Insight* allows you to reach the most influential decision-makers at food manufacturers worldwide. Your message will feature in the section that focuses specifically on your product area, identifying you clearly as a leading solution provider.

### Page alternatives

1,400-word interview
1,400-word case study/editorial
600-word interview
600-word case study/editorial

Effective marketing campaigns take a multimedia approach and combine online with print.

The more advertising channels you use, the better the results.

## CONTACT

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