

Balchem, Bergstrom Nutrition & Kappa Bioscience Join Forces to Elevate Nutritional Solutions at Supply Side West 2022

As a market leader in minerals, nutrients, lipid powders and cereal ingredients, Balchem along with recent acquisitions Bergstrom Nutrition and Kappa Bioscience, are showcasing the latest consumer insights and trending health benefit platforms through concepts, prototypes and market research at Supply Side West 2022.

Stop by **Booth 5236** and listen to live talks from Balchem, Kappa and Bergstrom on various trending topics. See the full agenda [here](#).

Learn about our latest campaign, [3 Trends Shaping the Bakery World](#), and our ingredient solutions for food and beverage applications like encapsulates and inclusions, flavor systems, powders and cereals.

Balchem Human Nutrition and Health is your value-added partner, with a **broad portfolio, unique capabilities** and **strong industry expertise**. From indulgent and sensory experiences to targeted essential nutrition, our range of functional ingredients address the consumers' needs. Let Balchem inspire your growth and partner with you to meet your goals.

SupplySide[®] WEST

Featured Prototypes



- **Boost U Immunity,**

with **Z-life™ Zinc Max**, a zinc bisglycinate chelate containing 27% elemental zinc. **Zinc Max** is ideal for various dietary supplement applications and is suitable for vegetarian and vegan lifestyles, is silica-free and not labeled USDA bioengineered (BE)

- **Boost U Cognition,**

with **VitaCholine®** as the source of choline, an essential nutrient for brain health, and **VitalBlend® MCT powder**. A recent proprietary consumer concept test revealed a 6% increase in purchase intent vs the market-leading cognition supplement

- **Boost U Longevity,**

helping to build the foundation today for a healthier tomorrow. The longevity prototype features **Z-life™ zinc bisglycinate chelate**, **MetaMag® magnesium bisglycinate chelate** and **VitaCholine®** as the source of choline, an essential brain nutrient

The Boost U trio of stick packs, catering to the desire for alternative supplement formats:

01

The latest innovation in prenatal supplementation, a **commercially scalable high-load gummy**, delivering the total **adult choline RDI of 550mg** in just a three-gummy serving, featuring **VitaCholine®**.

02

Power Boost, a powerful combination of **K2VITAL®, Z-life™ Zinc Max** and **Wellmune®** in one delicious shot.

03

SCIENCE UPDATE

Maternal Choline Intake and Neurocognitive Function in Children: New Science Published

Since first being recognized as an essential nutrient in 1998, the science behind choline has grown at an incredibly fast pace. A recent systematic review and meta-analysis published in *Advances in Nutrition* looked to identify associations between maternal choline intake and brain development / neurocognitive function in children.

When researchers pooled the results of 30 different publications from human trials, they reported several exciting findings, including:

Low maternal choline intake was associated with a higher risk of neural tube defects in children (potentially up to 2.36x higher in certain populations).

Higher maternal choline intake around pregnancy had “favorable effects” on neurodevelopment and neurocognition in the children, including areas such as self-regulation, learning, and memory.

Given choline’s well-established role in brain health and function, the authors stated that these results “are likely to be reflective of a cause-and-effect relation”.

Despite the growing recognition of the importance of choline in maternal health, very few pregnant or lactating women are meeting their needs. Less than 5% of pregnant or lactating women in the US are getting adequate amounts of choline in their diets. Part of the challenge is the lack of choline containing dietary supplements available for pregnant women. Multiple health authorities have noticed this: the 2020-2025 Dietary Guidelines for Americans, American Medical Association (AMA), and the American College of Obstetrics and Gynecologists (ACOG) all recognize that most prenatal vitamin products contain little to no choline.

Interested in helping expecting moms meet their choline needs to support baby’s brain development? Reach out to Balchem today to learn more about VitaCholine®, the award-winning ingredient for cognitive health!

Expanding Meal Occasions for...Ice Cream!

Consumers eat both breakfast and ice cream regularly. Expand the meal occasion for ice cream and help give consumers exciting, delicious, on-the-go breakfast choices. Driven by the recent trends, like the interest in comfort foods and flavors, consumer demand for excitement and experimentation and the hunt for better-for-you food options, **ice cream for breakfast** caters to the needs of today’s adventurous consumers.

Balchem’s latest research on ice cream for breakfast tested **B’Fast Pops** for adults and kids, and the results were resoundingly positive. With 90% of adults likely to purchase the pops for themselves and 91% of parents likely to purchase the pops for their kids, the concepts were a great success.

Balchem’s **INhance® variegates** and **INjoy® flavor systems** contribute unique and delectable flavors for ice cream for breakfast, including cinnamon toast, Saturday pancakes with maple bacon butter swirl, iced coffee and more. **Request a sample today!**

Check out our latest **infographic on ice cream trends** and you’ll be craving ice cream for breakfast in no time!

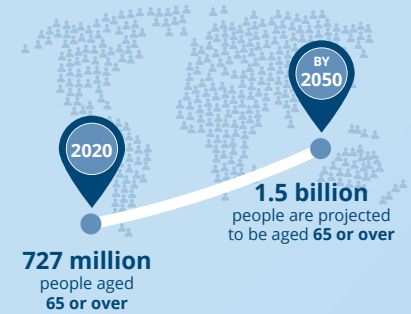


Consumers Across Demographics Seek Longevity Benefits

Today's consumers are taking their health into their own hands and practicing preventative self-care. The longevity category is relevant across demographics, each seeking unique health benefits. Millennials are more devoted and focused on their health than ten years ago, according to the [Consumers' Redefined Path to Wellness](#). GenXers are seeking health benefits like vitality and energy while Baby Boomers look to sustain overall health and are interested in pursuing an active lifestyle. To learn more about the Longevity consumer and their needs, view our latest infographic [here](#).

What is Driving the Longevity Trend?³

Life expectancy is increasing over time...



CRN Study on Vitamin K2, Omega-3s, Magnesium and Dietary Fiber: These Four Supplements Support Heart Health

For national economies, dietary supplements can mean small investments today and big returns tomorrow. Just recently, the Council for Responsible Nutrition released "*Supplements to Savings: U.S. Health Care Cost Savings from the Targeted Use of Dietary Supplements, 2022 to 2030*" as part of a campaign to educate the public about the importance of dietary supplements for a healthy lifestyle. The section on the cost-effectiveness of **vitamin K2**, **Omega-3**, **magnesium** and **soluble fiber** suggests that taking these four supplements can greatly support heart health. Learn more about the US Health Care Cost Savings from the Targeted Use of Dietary Supplements [here](#).

Upcoming Events

Supply Side West – Booth 5236

November 2-3, 2022 | Las Vegas, NV

Chicago Section IFT Suppliers' Expo - Booth 720

November 3, 2022 | Rosemont, IL