

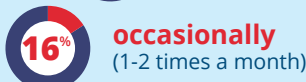
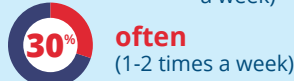
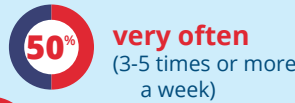
NEW TRENDS IN ICE CREAM!

Expand the meal occasion for ice cream by creating flavors, formats, and concepts positioned for breakfast or “anytime snacking”. Balchem conducted consumer research on ice cream buying and eating habits and uncovered an opportunity for new positioning! Contact us today to learn more, including tasting some creamy, dreamy concepts and reviewing the corresponding consumer purchase interest and insight data!

Consumers eat both breakfast AND ice cream REGULARLY!



of Americans eat ice cream often or very often!³



Consumers Eat Breakfast Regularly³



There is opportunity to **expand the meal occasion** for ice cream and frozen treats help give consumers a new on-the-go breakfast or snack choices and variety!

Leverage these trends:

- The rise of ‘anytime eating’ in the home
- Consumer interest in novelties (and flavored milks, coffees and milk alternatives!)
- Increase in breakfast and snacking, plus the “breakfast anytime” trend!
- The drive for comfort foods and comfort flavors
- Consumer demand for excitement and experimentation
- The need for on-the-go food choices
- The hunt for better-for-you choices

Something **NEW** in the breakfast freezer section!

This is a Balchem-created ice cream product concept, tested online with consumers to determine purchase interest and feelings on other attributes.

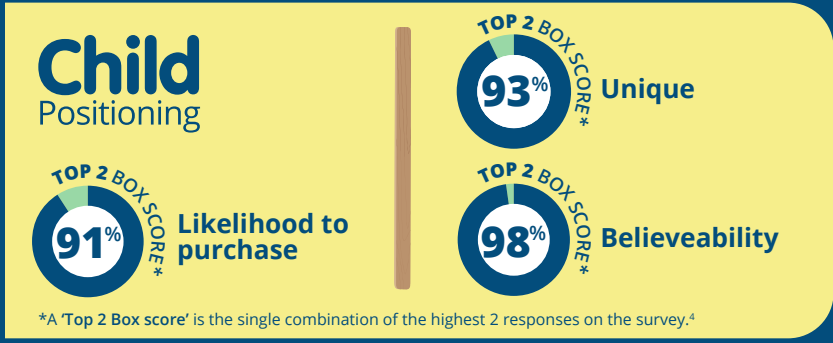
CONTACT US to see the **full study today** or to **try a sample of one of our flavors!**



Adult Positioning



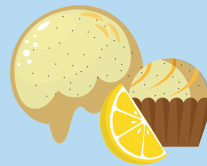
*A 'Top 2 Box score' is the single combination of the highest 2 responses on the survey.⁴



Expand the meal occasion for ice cream

and help give consumers exciting, delicious, on-the-go breakfast choices!

Imagine...



LEMON POPPY MUFFIN WITH CITRUS SWIRL



STRAWBERRY, LEMON, VANILLA PARFAIT WITH GRANOLA



CINNAMON TOAST



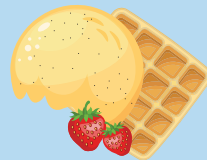
FRENCH TOAST CASSEROLE WITH CINNAMON & NUTMEG



BANANA BREAD WITH PECAN/WALNUT BLACKBERRY SWIRL



SMOOTHIE ON A STICK - FRUIT, GREENS, PROTEIN & ALMOND MILK



BUTTERMILK WAFFLE, SUMMER STRAWBERRY SWIRL & SPRINKLES



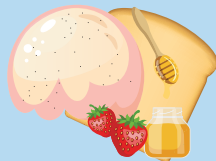
CEREAL MILK



OVERNIGHT OATS WITH BERRIES AND GRANOLA



ICED COFFEE WITH CREAM



BUTTERED STRAWBERRY TOAST WITH MANUKA HONEY, SWEET TOASTED SEEDS & CHIA



BUTTERMILK BISCUIT WITH BERRIES & CREAM



SATURDAY PANCAKES WITH MAPLE BACON BUTTER SWIRL



CREAM CHEESE & TOASTED BAGEL



CREAMY AVOCADO TOAST

Contact us today to review the full consumer study and engage with our marketing and insights team. Remember to request a sample and enjoy some ice cream - for breakfast!

Engage today!

Contact us: HNH-Marketing@balchem.com



SCAN ME

FOR MORE INFORMATION ON BALCHEM'S SOLUTIONS FOR FLAVOR SYSTEMS AND INGREDIENTS FOR FROZEN DESSERTS, BEVERAGES AND MORE!



SCAN ME

FOR MORE INFORMATION ON BALCHEM'S PRODUCT SOLUTIONS.

Balchem uses the term *ice cream* in a general sense, to describe concepts we used in consumer testing. Depending on ingredient use in a finished product, these concepts may not meet certain dairy regulatory standards of identity. Ingredient users are solely responsible for ensuring the compliance of formulation and labeling with applicable regulations.

TrenDish® is a curated story told with insights and information. With TrenDish®, we aim to contribute to shaping your development, renovation and innovation plans. We hope you will experience an added voice to help you identify new and evolving areas of innovation.

- 1 US: 1,875 internet users aged 18+ who have purchased any type of frozen treat in the last six months
- 2 Lightspeed/Mintel
- 3 Balchem TrenDish™ Primary Research July 2021
- 4 Balchem Consumer Research on Consumers and Ice Cream, Ice Cream for Breakfast concept testing, August 2021, n=294, Americans.