



# The Balchem Beat

New product  
concepts at SSW  
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Session on  
choline  
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Wonderful  
Vitafoods Asia  
.....

Our new product  
logos are here  
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Our delicious  
vegan cheese  
.....

There's always  
time for candy  
.....

Fortified foods &  
drink products  
.....

Upcoming events  
.....



# Editor's Note

As the leaves change color and the air gets crispier, it's the perfect time to focus on our nutrition. The cooler weather can make us crave comfort foods, but there are many healthy and delicious ways to enjoy the fall season.

Balchem, a leading provider of specialty ingredients for human nutrition and health, is committed to helping you achieve your culinary goals. Our diverse portfolio of spray dry lipid powder ingredients can help you create everything from a perfect cheese-free cheese sauce to vegan mac & cheese.

At SupplySide West 2023, Balchem will showcase our latest innovations, focusing on three key pillars: integrate, innovate, and illuminate. Our latest product concepts and innovations are designed to help manufacturers create products that meet the needs of today's consumers. Be sure to stop by Balchem's booth to try some of its prototypes!

As a leader in Choline innovation, Balchem is proud to be a sponsor of a session on Choline, DHA, and Healthy Pregnancies at NUTRITION 2023. Choline is an underrated nutrient that is essential for brain health. Balchem has been pioneering choline innovation for years with its trusted brand VitaCholine®.

As for market trends, a new report by Mintel highlights the negative effects of micronutrient deficiencies. The report also points out that consumers are actively seeking fortified foods and drinks for health and well-being. There is an opportunity to extend innovation in fortified foods and drinks beyond the current leading products. The plant-based space is one area where augmented nutrition can increase the demand for these products.

Balchem is committed to developing innovative and sustainable solutions to meet the growing demand. So, what are you waiting for? Get creative with Balchem's ingredients and create some delicious and nutritious fall treats!

**Contact us** to learn more.

Sincerely,  
**The Balchem Editorial Team**

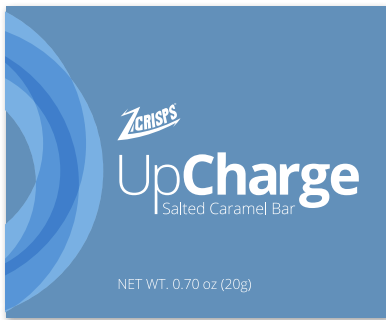
# Balchem unveils new product concepts to inspire innovation at SupplySide West



**Join Balchem at booth #5036 at SupplySide West** in Las Vegas, 25-26 October 2023, to discover Balchem's latest insights and innovations in the nutraceuticals market.

Balchem, a global manufacturer of specialty ingredients for human nutrition and health (HNH), is set to showcase its latest innovations at this year's SupplySide West exhibition, focusing on three key pillars: integrate, innovate, and illuminate. The company is highlighting its plant-based powders, with plans to unveil an oat-milk-based creamer in a coffee Frappuccino prototype, which can be tasted at the booth. Championing integration across its wide range of product brands - including K2VITAL<sup>®</sup>, VitaCholine<sup>®</sup>, Albion<sup>®</sup> Minerals and OptiMSM<sup>®</sup> - Balchem also invites visitors to sample a range of new application concepts that combine multiple ingredients for enhanced benefits.

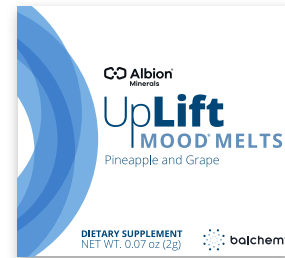
**Try our new oat-milk-based creamer in a coffee Frappuccino prototype, at our booth.**



Try our first-of-a-kind prototypes, at our booth.



Issue 15 October 2023



## Integrate: uncovering new synergies

Visitors are invited to taste Balchem’s first-of-a-kind prototypes at the stand, developed to inspire formulators and shape next-generation solutions that tackle multiple health categories. Combining a range of Balchem’s HNH branded ingredients, these new concepts include UpLift Mood Melts, featuring VitaCholine® to support adult cognition, an Accentuate Beauty Stick for longevity, and the UpCharge Bar for enhanced performance. The company will also spotlight the synergies between Albion® Minerals

and K2VITAL® DELTA, the world’s only patented microencapsulated all-trans vitamin K2 MK-7 preparation for use in combination with minerals.<sup>1</sup>

Encapsulated twice, the exceptional stability of K2VITAL® DELTA allows manufacturers to blend it with the highly bioavailable chelated minerals, such as Albion® Minerals, without compromising efficacy.

“In the past few years, we have made some strategic brand acquisitions, and I must say, I am genuinely excited about the synergy among our integrated branded ingredients. We are looking forward to discussing the fresh formulation possibilities with

our partners at SupplySide West,” comments Dominik Mattern, VP Science, Business Development and Marketing Balchem Human Nutrition and Health. “Science has always been a beacon for us. The existing research suggests that a combination of vitamins K2 and D3 significantly benefit health.<sup>2,3,4</sup> Now we are moving from the perfect pair to the ‘perfect trio’, combining K2VITAL® DELTA, vitamin D3, and magnesium from Albion® Minerals. Considering the impressive surge in the magnesium category, this mix promises manufacturers a unique edge.”

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## Innovate: A taste of the future

Balchem's Powders and Cereals division is set to reveal the expansion of its lipid-based powder offering at this year's exhibition.

"We're excited to unveil the launch of our new range of Powder & Cereal ingredients and to discuss formulation opportunities with our partners at SupplySide West," comments Ria Dake, Senior Business Director Powders & Cereals at Balchem Human Nutrition and Health. "Our powders have been specially developed to tackle demanding tasks like creating vegan dishes, promoting functional health with MCT-based ingredients, and easily achieving cold water solubility for added convenience."



## Illuminate: Shining a light on quality, transparency & research

At the show Balchem will also highlight its commitment to quality, transparency, and research with two programs - TruQuality for K2VITAL® and TRAACS® (The Real Amino Acid Chelate System) for Albion® Minerals - which have been developed with the aim of forging an ethical marketplace, where both customers and end users can trust the products they choose. As part of the TruQuality initiative, Balchem recently joined forces with a third party-laboratory, Alkemist Labs, to address rising concerns regarding vitamin K2 quality in the US market - particularly for online channels. Together, their collective mission is to enhance transparency, authenticity, and safety within the industry.

**On the final day of the event, Thursday 26th at 11am, at booth #3677, Eric Ciappio, Balchem's Strategic Development Manager, Nutrition Science, will host a presentation entitled "Unlocking the promise of health span with science-backed ingredients".**

Visitors are invited to attend the session to find out more about Balchem's most recent scientific research - including a new OptiMSM® study on hair health to inspire innovation in the beauty-from-within category and an exciting VitaCholine® study on cognition.

**For more information about Balchem's Human Health & Nutrition portfolio, or to request a meeting with the team at SupplySide West, visit: [www.balchem.com](http://www.balchem.com)**

### References

1. Patent owned by BASF. Kappa Bioscience has an exclusive license.
2. A.J. van Ballegooijen, et al., "Combined Low Vitamin D and K Status Amplifies Mortality Risk: A Prospective Study," *European Journal of Nutrition* 60, 1645-1654 (2021).
3. A.J. van Ballegooijen, et al., "Joint Association of Low Vitamin D and Vitamin K Status with Blood Pressure and Hypertension," *Hypertension* 69(6), 1165-1172 (2017).
4. O. Mayer Jr, et al., "Synergistic Effect of Low K and D Vitamin Status on Arterial Stiffness in a General Population," *J. Nutr. Biochem.* 46, 83-89 (2017).



From left to right, Oliver Riemann, Eric Smith, Lauren Eisen, Peter Wisler, Hidayat Ali

# One night in Bangkok and the world is your oyster ...

Imagine the opportunities you have staying there for one week... And exactly that is what Balchem HNH did.

This year marked a significant milestone for us, as we showcased our powerhouse Minerals & Nutrients portfolio to synergistically present our standout ingredient brands: Vitacholine®, Albion® Minerals, K2VITAL®, and OptiMSM®. It was a vibrant display of our commitment to innovation and excellence in nutrition, which we brought to Vitafoods Asia 2023.

Our journey started with a buzz of excitement, for it was the first time we participated in VFA as Balchem. Last year we were present as Kappa Bioscience, highlighting K2VITAL®. This year, it was about highlighting the prowess of our diversified portfolio. And we made every moment count, starting the day before Vitafoods Asia with an extensive distributor meeting.

What made this experience truly exceptional was the coming together of a substantial part of our freshly reorganized distributor network in the Asia-Pacific region. It was a time to foster connections, share knowledge, and introduce them to the new strategies for each brand, specially tailored for the Southeast Asian market.

With an insightful internal training and engaging get-together on the first day, we seamlessly transitioned into the heart of the event—the tradeshow itself. Our booth was filled with customer meetings and promotional activities. We strategically covered Vitafoods Asia with our own booth, while our esteemed local partner in Thailand, Rama Production, represented us at the Food Ingredients Asia show taking place concurrently in the same venue.

Rama Production played a pivotal role in helping us resonate with the crowd. Our ingredients were highlighted in stunning concepts of fortified beverages, perfectly positioned in the realms of cognition and beauty, aligning with the prevailing trends at the show. Beauty from within was a standout trend, with a particular hype around collagen, especially at Vitafoods Asia. On the other side, Food Ingredients Asia saw a significant focus on fortified food and beverages, and plant-based nutrition.

To complement these trends, we had Lauren Eisen, the engaging business developer behind OptiMSM®, take the stage at Vitafoods. She eloquently discussed the vital role of OptiMSM® in nurturing the skin, captivating the audience with a compelling narrative. The next day, Oliver Riemann, business developer for Albion® Minerals, presented a riveting talk on Iron deficiency in child nutrition and how products like Ferrochel® and VitaCholine® perfectly



*Lauren Eisen, Marketing & BD Manager. Presented "Sensational Skin: The Power of MSM".*



*Oliver Riemann, Sr. Marketing & BD Manager. Presented "Smart Starts: Enhancing Child Nutrition with Ferrochel & Vitacholine for Cognitive Development".*

**See you next year,  
Vitafoods Asia.**

**We cannot wait to unveil  
what else we have in  
store for you!**

blend into dairy and beverage concepts supporting cognitive development in Asian children.

These presentations were spot on and offered a splendid opportunity to display Balchem's expertise in science and application. The show was an overall success, resonating with the Asian audience and strengthening our commitment to our newly established distributor network. It was a privilege to bring Balchem and our brands to the forefront, demonstrating our strong dedication to our partners.

As we say goodbye to the captivating city of Bangkok, we do so with a sense of accomplishment and memories of a truly international Balchem team in action, uniting from the USA, Australia, India, and Germany, and bringing the best from around the globe to Thailand. Though we part for now, we eagerly anticipate reuniting next year for VFA 2024, envisioning the path we shall forge.

In the coming year, we plan to amplify our beauty narrative, and we need to evolve and strengthen our expertise in formulating our ingredients into exceptional food and beverage concepts to follow our strategic goals for APAC. We also aim to craft a compelling story around the unique high efficiency of chelated minerals in the presence of phytates, setting us apart and aligning with the trend of plant-based nutrition in Southeast Asia.

# Introducing Our New Product Logos

A Symbol of Science, Innovation, and Craftsmanship



At Balchem, we take immense pride in what we stand for. Our ingredients are more than just products; they are a testament to our relentless pursuit of excellence, underpinned by robust scientific research.

As we continue our journey of growth and evolution, it is essential that our visual identity mirrors our ethos and captures the essence of who we are. And so, we are thrilled to introduce our new product logos.

## Why the New Look?

**Unified Brand Image:** Our product range is diverse, but our commitment to quality and innovation is constant. With our new logos, we bring visual harmony across our portfolio, ensuring that no matter which product you are looking at, you know it is from the trusted house of Balchem.

**Confident & Distinctive:** In the cluttered market of today, it is vital for brands to stand tall and stand out. Our logos are designed to exude confidence, reflecting the solid foundation of research and expertise that each of our products is built upon.

**Emphasis on Quality & Innovation:** The nuanced design elements of our logos are not just for aesthetics. They underscore our unwavering dedication to quality, the scientific rigor that goes into our products, and our continuous drive for innovation.

**A Nod to Craftsmanship:** We believe that science and craftsmanship go hand in hand. While our products are backed by rigorous research, they are also crafted with care, passion, and a keen attention to detail. Our logos pay homage to this unique blend.

**The Journey Ahead**  
As we roll out our new logos, we want to assure our valued customers that while our look has evolved, our commitment to delivering world-class products remains steadfast. This is not just a logo change; it is a reaffirmation of our promise to you.

**We invite you to explore and engage with our renewed brand identity. Join us as we continue to push boundaries and set new standards in the industry.**







## Vegan Cheese

Fall is the perfect time for comfort food! And nowadays, a vegan option is a great way to make something for everyone. Balchem recently developed 178655 Centennial® 6802, a great cheese extender alongside a perfectly cheesy cheese-less cheese sauce. Whether it is the perfect cheese-free cheese sauce or

vegan mac & cheese (use VitalBlend™ Pea Organic 5023) or any other vegan powder needs, Balchem's diverse spray dried lipid powder portfolio can help you achieve your culinary goals.



**Learn more about our powder solutions: Spray Dried Lipid Systems | Human Nutrition and Health (balchem.com)**



## There's Always Time for Candy

Don't settle for just chocolate. Indulge with sweet and sour hard candies and gummies. These candies are perfect as an indulgent treat, afternoon pick-me-up, or of course sharing with your little ones. ConfecShure® encapsulated acids are the perfect way to make the sour "pop" on your favorite sweet candy treats. These encapsulated acids protect ingredients from degradation and pre-reaction, thus creating the perfect sour punch.



**Learn more about our confectionery solutions: Confectionery | Human Nutrition and Health (balchem.com)**



## SUPERCHARGE YOUR BODY AND MIND WITH VITACHOLINE®!

Did you catch the buzz about Choline in the news recently? **According to CNBC**, this underrated nutrient could be the secret weapon for boosting brain health!

Read the full article: 

# Session on Choline

Balchem & Pharmavite Co-Sponsor Session on Choline, DHA, and Healthy Pregnancies at NUTRITION 2023

NUTRITION 2023 is the American Society for Nutrition (ASN) annual flagship meeting which was held in Boston, MA, USA. This 3 ½ day event convened top researchers, practitioners, global and public health professionals, policymakers and advocacy leaders, industry, media, and other related professionals to advance nutrition science and its practical application.

Balchem, along with our partners at Pharmavite, were proud co-sponsors of a satellite event at NUTRITION 2023 entitled **“Preterm Birth, Neurodevelopment, and Nutrient**

**Status: The Roles of Choline & DHA.”** The session featured fantastic overviews from two leading experts in the field - Rima Obeid, PhD from Saarland University Hospital and Kevin Klatt, PhD, RD from the University of California, Berkeley. Dr. Obeid provided a deep dive into the relationship between maternal choline intake and a variety of pregnancy and development related outcomes, ranging from neural tube defects to offspring cognition, and even liver health. Dr. Klatt spoke about the role of DHA in supporting a healthy pregnancy, and highlighted some of his own groundbreaking work showing that choline supplementation improves DHA status in pregnant women.

The session was very well attended with an audience filled with nutrition scientists from across industry, academia, and government. The Balchem team is pleased to be raising awareness about the benefits of nutrition during pregnancy, and are always happy to collaborate with our partners at Pharmavite to share this exciting research.

Did you miss the event live in person?  [Check out the recording here](#)

# Consumers Seek Fortified Foods and Drink Products for Health and Well-being

A new report has just been released by Mintel. The analysis covers micronutrient deficiencies that affect people worldwide. Micronutrients featured include iron, Vitamin A, zinc, folate, vitamin B12, and iodine. The analysis highlights negative effects of deficiencies—including reduced immunity, birth defects, blindness, stunted growth, cognitive impairment, and even death.

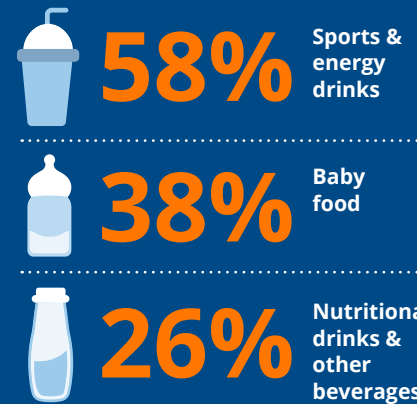
Mintel’s analysis points out that consumers actively seek fortified foods and drink products for health and well-being. The leading food and beverage products with vitamin and mineral claims are sports and energy drinks and baby food. There is an

opportunity to extend innovation beyond these spaces.

Mintel highlighted recent patents that bring new technologies to improve the stability and bioavailability of micronutrients in fortified foods and drinks. China leads the way in patents for fortified food products and activity has spiked noticeably since 2019.

In particular, the plant-based space is an area where augmented nutrition can increase the demand for these products. Also, eco-friendly and sustainable techniques to increase micronutrients are on the rise.

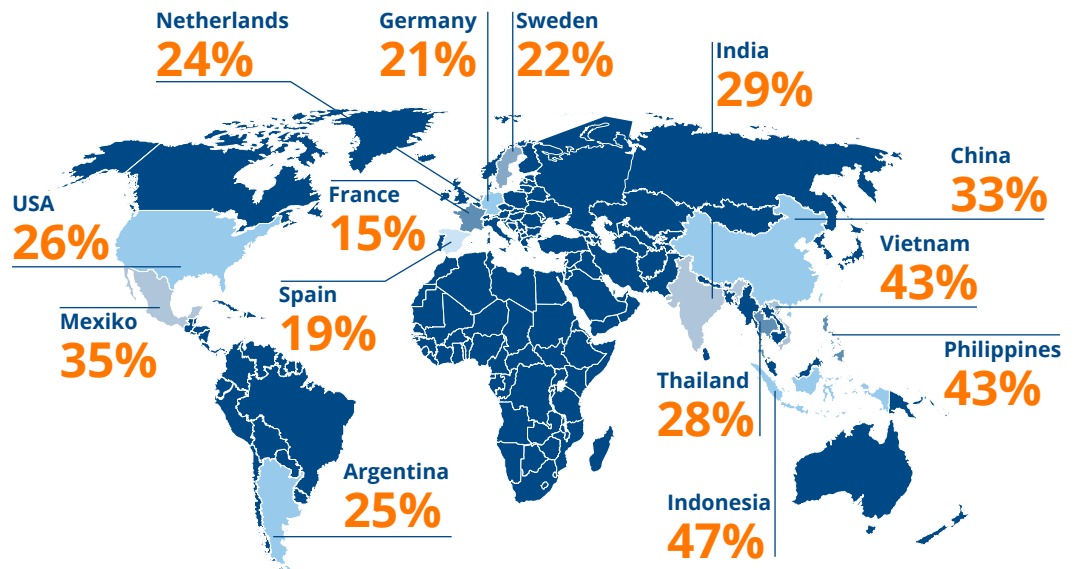
Global: % of food and drink launches with vitamin /mineral fortification claim, top 3 categories, 2018-2023.



Source: Mintel GNPD, August 2018-July 2023

**Selected markets: consumers who agree that “source of vitamins/minerals” is an important factor when shopping for food, 2003**

Consumers from the Asia Pacific region are more likely to seek foods with vitamins and minerals than those from other regions



Base: France, Germany, Spain, Sweden: 1,000 Internet users aged 16+ in each market; Argentina, China, India, Indonesia, Mexico, Philippines, Thailand, US, Vietnam: 1,000 Internet users aged 18+ in each market. Source: Kantar Profiles/Mintel, March 2023






Come visit us:  
**Active Nutrition Summit**



See you there:  
**IBA 2023,  
Munich**

★ Schedule a meeting  
with us, here: 



## Events

SEE YOU  
THERE

- ★ **CRN (Council for Responsible Nutrition) Annual Meeting (10/3-10/6)**  
Laguna Niguel, CA
- ★ **Active Nutrition Summit Amsterdam, (10/9-11) - Exhibitor**  
Amsterdam, Netherlands
- ★ **Minnesota IFT (10/11) - Booth 117**  
Minneapolis, MN
- ★ **Longhorn IFT (10/12) - Booth 358**  
Frisco, TX
- ★ **Personalized Nutrition 2023 - Healthy Aging & Longevity American Nutrition Association (10/19-20)**  
Charlotte, NC
- ★ **IBA / TIA Europe - Conference (10/22-26) - Booth B4.174**  
Munich, Germany
- ★ **SupplySide West (10/25-26) - Booth 5036**  
Las Vegas, NV
- ★ **Chicago Section IFT Suppliers Expo (11/2)**  
Rosemont, IL
- ★ **Future Directions in Choline Symposium (11/5-7)**  
Kannapolis, NC



See you there: **CRN (Council for Responsible Nutrition) Annual Meeting**



Visit us: **SupplySide West**

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.