



MEAT MATTERS NOW MORE THAN EVER



KEEP IT MOVING

Current events—including a global pandemic—are making many shoppers more mindful about food purchases.

Meat and poultry consumption was already on the rise—but now, retail sales of meat and poultry have skyrocketed¹ and consumers in search of snacks rich in protein are snapping up meat-based snacks.²

CONSUMERS LOVE THEIR MEATS

↑ 33.7%

Meat department
dollar sales over
LY, 03/15-08/02,
2020¹

48%

Of consumers
label themselves
as 'carnivore'³

CONSUMERS WANT CLEAN LABELS

21% SAY

they are practicing
more **mindful eating**⁴

50%

Of consumers
are **extremely or
very interested**
in clean label⁵

¹IRI, 2020

²Better for You Snacking, U.S., Mintel, December 2019

³Dietary Preferences, Mintel, February 2019

⁴Eating and Shopping During a Global Pandemic, International Food Information Council, September 2020

⁵Health Focus, 2019

THE GOAL

Products that stay fresher longer, with label-friendly ingredients—and still taste meatalicious

MEAT YOUR MATCH

PROTECTING A WIDE VARIETY OF MEAT AND POULTRY PRODUCTS WITH CLEAN LABEL SHELF-LIFE SOLUTIONS

WHAT'S SELLING, AS SALES SKYROCKET

As retail meat and poultry sales skyrocket, what is selling? You name it:

- refrigerated and frozen meat & poultry
- heat & eat refrigerated options, marinated raw meats
- frozen oven- and microwave-ready meat-centric entrees
- luncheon meats and hot dogs
- dried meat snacks

Consumers want heat-and-eat convenience and spice-of-life variety. They are biting into meat and poultry products from tried-and-true classic favorites like hot dogs and deep dish pizzas to culinary-inspired creations like panko-encrusted, chipotle-infused chicken breast sandwiches and teriyaki-marinated beef biltong snacks.

At the same time, they are embracing the importance of **taking care of their bodies to help fight off invaders**. Many consumers yearn for a return to simple products with a clean label, fresh appearance and great taste, especially when it comes to meat and poultry.

AT KEMIN, WE HELP MEAT AND POULTRY MANUFACTURERS FIND THE IDEAL SOLUTION TO BEST MEET BRAND GOALS FOR LABEL CLAIMS AND TRANSPARENCY, WHILE MANAGING SHELF LIFE AND ULTIMATELY, PLEASING TODAY'S INCREASINGLY DEMANDING CONSUMER DESIRES.



THE FRESHER, SAFER, LONGER EXPERTS

MEATING TODAY'S CHALLENGES

To keep up with today's long list of demands, meat and poultry manufacturers must be able to:

- ✓ **Offer innovative options** that are easy to prepare
- ✓ **Feature fresh new tastes** that excite the palate and diversify the eating experience
- ✓ **Provide oxidative stability** to protect color and flavor, no matter the product
- ✓ **Keep things plain and simple** with clean label and plant-based shelf-life ingredients

Trending low-carbohydrate eating patterns such as **keto and paleo** are **fueling the popularity** of meat and poultry products.

Versatile protein-packed and kid-friendly items like hot dogs have come to the rescue for time-poor parents looking for quick hot meals. Bowl meals feature fully cooked seasoned meat or poultry ingredients and give consumers the **convenience and variety** they are looking for. Crowd-favorite pizza continues to feed the need for **hot and satisfying meals** and snacks with the personality only a spicy, meaty topping can create.

Today's consumers want their meat products and are **on the lookout for labels with ingredients they recognize**. At the same time, **taste still tops their priority list**.



THE FRESHER, SAFER, LONGER EXPERTS

A SUITE OF MEAT PROTECTION SOLUTIONS AND SERVICES

Kemin is the one-stop shop to help meat and poultry processors keep their products fresher, longer and safer.

Kemin understands proteins—and how different processing techniques and packaging affect them—when determining which shelf-life ingredients to use. We offer solutions tailored to specific customer needs, from simple solutions to more complex blends, with a highly experienced technical team who understands the synergies of these ingredients. We can help you solve your oxidation and color and flavor challenges, right here.

SOLUTIONS

- ▶ **FORTIUM® A Acerola Extract**
color protection
- ▶ **FORTIUM® R Rosemary Extract**
flavor and color protection
- ▶ **FORTIUM® RGT Rosemary and Green Tea Extract blend** for flavor and color protection
- ▶ **BactoCEASE NV®** for food safety control

SERVICES

Our Customer Laboratory Services (CLS) team specializes in troubleshooting your challenges and conducting analytical tests that compare efficacy of different solutions, as well as sensory attributes.

KEMIN TEAM

YOUR PARTNERS IN FOOD PROTECTION

Our experienced technical team helps you keep protein products fresher, safer, longer with our antioxidant and food safety solutions.

With our deep technical expertise and our ongoing commitment to innovation, we create ground-breaking blends to give you the best food safety and shelf life solutions.

Kemin Industries, Inc.

1900 Scott Avenue | Des Moines, Iowa USA 50317

Phone 1-800-777-8307 Email kftmarketing@kemin.com