

Why is Flavor Taking a Backseat in GLP-1 Formulations?



Everyone in the food industry is talking about GLP-1s, from the c-suite to brand managers to product developers. It's understandable given headlines like [this](#).

"GLP-1 DRUGS PUT \$73B IN GLOBAL FOOD VALUE AT RISK, REPORT FINDS"

That's a lot of money. That's a lot of units. That's an immeasurable amount of calories. It makes sense that everyone is talking about GLP-1s in the food industry, what makes a little less sense to us at Bluegrass Ingredients, is what exactly everyone is talking about:

- ✓ Protein-maxxing
- ✓ Fiber-maxxing
- ✓ Portion size
- ✓ Nutrient density
- ✓ Texture

Where's flavor, the stalwart product attribute that has always reigned supreme in the packaged food industry? Sure, the above list is important in the context of GLP-1s, but it doesn't matter how much protein is in a product if it doesn't taste good.

That's where we're planting our flag in the GLP-1 conversation.

 **BLUEGRASS INGREDIENTS HELPS BRANDS MAKE FOOD AND BEVERAGES DEVELOPED FOR GLP-1 USERS TASTE GREAT.**

That's not revolutionary, but it's been overshadowed in the rush to reformulate nutrient dense products in small package sizes. Here's how we can help you put taste at the forefront of the GLP-1 conversation.

DAIRY CONCENTRATES PLAY STARRING ROLE IN FLAVOR

Bluegrass Ingredients' **dairy concentrates** deliver intensified cheese, cream and butter flavors in powder and paste formats. Options include cheddar, Parmesan and Romano, as well as cream, butter and brown butter concentrates. For products developed with GLP-1 users in mind, potential applications include Parmesan flavor in a protein-focused pasta frozen meal, cheddar flavor in a portion-controlled savory baked good, or a cream flavor in a vegetable soup.

Concentrates pack a large amount of flavor in a small size (sound familiar?), so they are the perfect ingredient to ensure that a reduced calorie meal still delivers a satisfying flavor experience. Explore our complete line of **dairy concentrates**.

CITRUS POWDERS DELIVER BRIGHTNESS TO EVERY BITE

Bluegrass Ingredients' line of **citrus powders** (**lemon, lime, orange and pineapple**) deliver a recognizable fruit flavor, a distinct sour note or a touch of acidity that brightens up any product application. Lemon powder can give a salad dressing a brighter character, lime powder can bring a tangy accent to a beef jerky, and orange powder can provide a familiar fruit note in a spicy snack.

For manufacturers developing smaller portions of nutrient-dense foods, citrus offers a way to make the eating experience more interesting and flavorful.

Explore BGI's citrus powders.



DYNAMIC TASTE
INCREASED FLAVOR
DEPTH AND
CREAMINESS
COST SAVING
ENHANCED

DAIRY SEASONING BLENDS MOVE FLAVOR FORWARD

Bluegrass Ingredients' dairy seasoning blends include cheddar sour cream, cheddar jack, nacho cheese, ranch, creamy dill, sour cream and onion, and much more. They are the perfect seasonings for high-protein snacks that need to deliver on craveability.

As manufacturers develop products for changing eating habits, these blends provide a starting point for developing products consumers recognize and look forward to eating. They also can serve as a platform of innovation. [Explore BGI's dairy seasoning blends.](#)

YOUR PARTNER IN GLP-1 PRODUCT DEVELOPMENT

The portions may be smaller, and the nutritional profile may be re-prioritized, but the goal of all food and beverages is the same: It has to taste great. As you rethink formulations for GLP-1 users, [contact Bluegrass Ingredients](#) and we'll ensure flavor has a place at the table from the start.

