



? HOW ARE FOOD MANUFACTURERS RESPONDING TO DEMAND FOR SEED-OIL FREE PRODUCTS?

The search for seed oils among consumers has added another category to the **reformulation push** currently disrupting the industry. It reflects a broader demand from consumers for greater **transparency** and simplicity around the foods they choose to eat, with less reliance on processed and hard-to-pronounce ingredients.

For food manufacturers, meeting the growing demand for products free from seed oils is a clear opportunity. Yet without specific regulations, food manufacturers are left to pursue costly reformulations without a clear benchmark.

Per a recent **Food Navigator USA** article:

"COMPANIES RACE TO MEET SHIFTING POLICY SIGNALS WITHOUT FORMAL RULEMAKING, RAISING CONCERNS THAT COSTLY CHANGES COULD BE REVERSED BY FUTURE ADMINISTRATIONS."

? HOW SHOULD FOOD MANUFACTURERS APPROACH REFORMULATIONS WITHOUT SEED OILS?

As food manufacturers look to reformulate away from seed oils (and a host of other trending topics driving ingredient updates), here are a few elements to keep in mind.

Take a wide view of products. Often, health-driven reformulations tend to focus on conventionally healthy products and categories. That's not the case with seed oils, where fast food chains and products like French fries (fried in beef tallow) are spotlight examples of changes being made.

Select the right replacement. In some cases, an animal fat like butter or beef tallow will best match application needs and consumer demands. In other instances, something like olive oil, palm oil or coconut oil may be better suited.

Communicate the change. Increasingly, these reformulations warrant a larger splash on packaging and other consumer touchpoints. Shoppers and diners are actively seeking out products free from seed oils. The food manufacturers that find success will make that change easy to identify in their products.

BLUEGRASS INGREDIENTS CAN HELP FOOD MANUFACTURERS WITH REFORMULATIONS ELIMINATING SEED OILS

Bluegrass Ingredients partners with food manufacturers every day to navigate shifting regulations and consumer expectations, helping them to reformulate and develop products that drive their businesses forward. We offer a wide range of ingredient solutions and seed-free-oil powders and non-dairy creamers, including coconut and palm oil formulations.

Our wide range of ingredient solutions, combined with our culinary and R&D expertise and the deep trust customers place in us, give us a unique perspective and approach to meet this emerging demand.

CONTACT US TODAY TO GET STARTED.



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