



# GLUTEN-FREE SOLUTIONS FOR SNACKS & BAKING





# GLUTEN

CLICK THE PAGE NUMBER TO NAVIGATE  
CLICK BERRICO LOGO TO RETURN HERE

<b>GLUTEN</b>	<b>3</b>
<b>SEGMENTS</b>	<b>4</b>
<b>MARKET</b>	<b>5</b>
<b>CLAIMS</b>	<b>6</b>
<b>SOLUTIONS</b>	<b>7</b>
<b>COCONUT FLOUR</b>	<b>8</b>
<b>GREEN BANANA POWDER</b>	<b>9</b>
<b>HEMP FLOUR</b>	<b>10</b>
<b>PSYLLIUM POWDER</b>	<b>11</b>
<b>FLOURS FROM TANZANIA</b>	<b>12</b>
<b>APPLICATIONS</b>	<b>13</b>
<b>R&amp;D</b>	<b>14</b>
<b>CONTACT US</b>	<b>15</b>





# GLUTEN

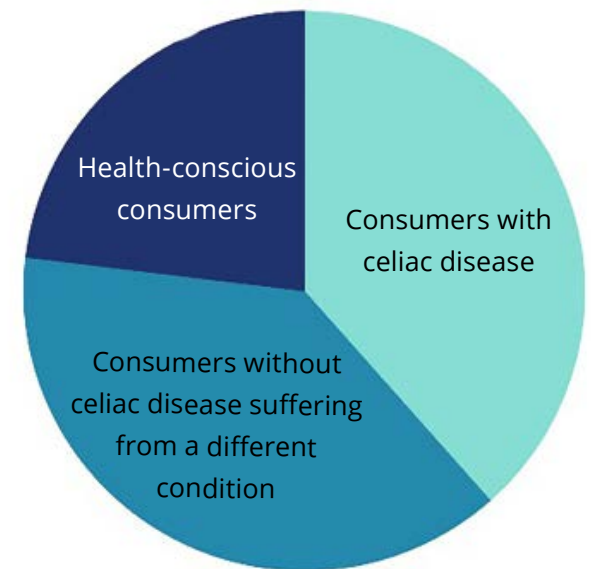
## WHAT ARE GLUTEN?

Gluten is a protein found in grain products, like wheat, rye, spelt and barley. Gluten helps dough rise by trapping gas bubbles during fermentation, it helps hold products together and gives it texture. Interestingly, the name gluten derives from this glue-like property of wet dough.

## TARGET CONSUMERS

Overall, the market for gluten-free products has undergone a radical change from being only in pharmacy/nutrition stores to finding their place in mainstream grocery outlets. A growing number of consumers are searching for healthy and gluten-free alternatives in the supermarket as well as in their kitchen. Reasons for avoiding gluten can be celiac disease, sensitivity to gluten/gluten intolerance, or avoiding gluten to improve their healthy lifestyle.

A gluten-free diet may ease digestive symptoms, reduce chronic inflammation, boost energy and promote weight loss. As the interest in grain-free diets continues to rise, many consumers are looking to find a replacement for gluten products in their lifestyles.



**Gluten-free consumers**

# SEGMENTS

## GLUTEN-FREE SEGMENTS

The gluten-free products market spans across the following segments: bakery products, snacks, dairy/dairy alternatives, meat/meat substitute, condiments, seasonings & dressings, frozen desserts, beverages and prepared foods. Bakery products and snacks account for the largest segment in the European market.

**Bakery products** can be categorized into:

- Baking ingredients & mixes
- Sweet biscuits/cookies
- Bread & bread products
- Savoury biscuits/crackers
- Cakes, pastries & sweet goods

**Snacks** can be categorized into:

- Snack/cereal/energy bars
- Wheat & other grain-based snacks
- Snack mixes.





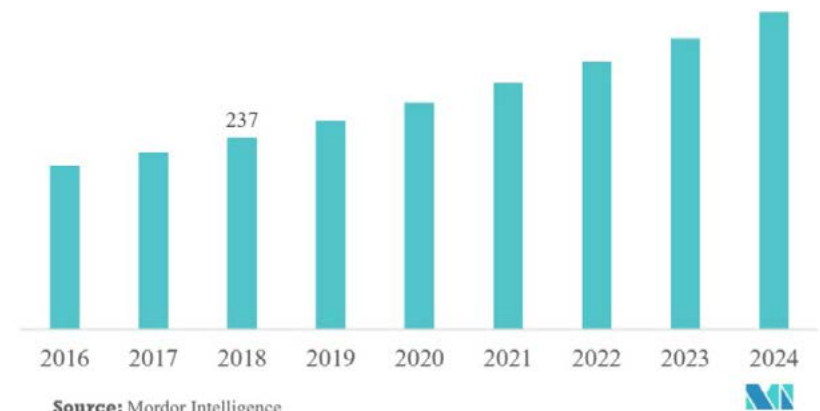


# MARKET

## GLUTEN-FREE MARKET TRENDS

North America and Europe are the leading gluten-free products market, together accounting for more than 70% of the market share. The gluten-free products market in Europe is expected to witness market growth of 9.3% CAGR during the forecast period 2018 - 2024. More than 60% of gluten-free purchases happen in supermarkets and mass merchandisers, 30% from health and natural food stores, and the remainder from club-type stores, drug stores and other retailers.

The demand is driven by the increasing number of gluten intolerant and celiac consumers, as well as the increasing number of health-conscious consumers that prefer gluten-free alternatives. When purchasing bakery products customers look for products that contain healthy ingredients and are free from harmful ingredients.

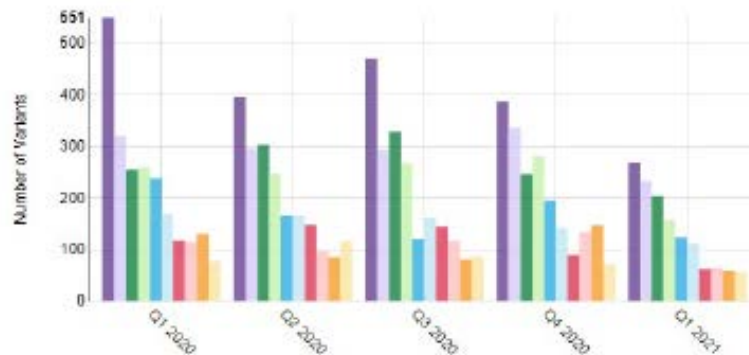


**Gluten-free F&B market: Revenue USD, Bakery Products, 2016 - 2024 (Source: Mordor Intelligence)**

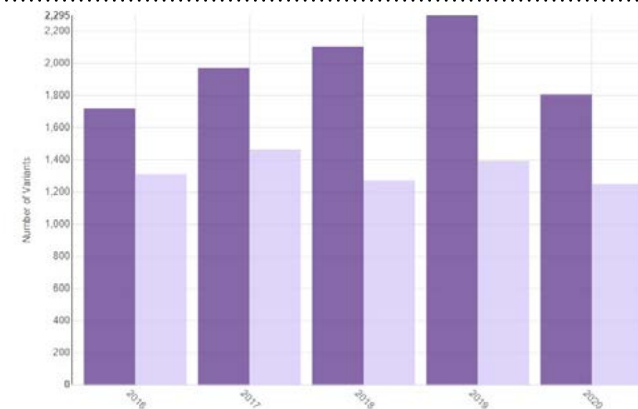
# CLAIMS

## GLUTEN-FREE CLAIMS

Over 59.000 new products have been launched containing gluten-free claims across all product segments over the past five years on the European market. 16.1% of all new products launched across the bakery and snacks segment in Europe over the past five years, contained the claim 'gluten-free'. Of all the products containing a gluten-free claim in the bakery products and snacks segments, 30% also had an organic claim and 6% contained a palm oil-free claim. The top growing claims in the gluten-free bakery and snacks categories are ethical/toxins free, plant-based, functional - immune system, time/speed and vitamin/mineral fortified.



**Gluten-free claims in top categories in EU over the last 12 months (Source: Mintel)**



Sort by	2016	2017	2018	2019	2020	Total Sample
Snacks	1,719	1,970	2,101	2,295	1,803	9,888
Bakery	1,309	1,463	1,269	1,390	1,249	6,690
Total Sample	3,028	3,433	3,370	3,685	3,052	16,588

**Gluten-free claims in bakery and snacks categories in EU over the last 5 years (Source: Mintel)**



# SOLUTIONS

HIGHLIGHTS	COUNTRY OF ORIGIN	USP	ALL PRODUCTS ARE:
Coconut Flour	Sri Lanka	Liquid absorbent	<ul style="list-style-type: none"><li>• Available Organic &amp; Conventional</li><li>• Clean label</li></ul>
Green Banana Powder	Sri Lanka	Resistant starch	<ul style="list-style-type: none"><li>• High in fibre</li><li>• Keto-friendly</li></ul>
Hemp Flour	China	Thickening properties	<ul style="list-style-type: none"><li>• Low in sugar</li><li>• Non-GMO</li></ul>
Psyllium Husk Powder	India	Binding fibre	<ul style="list-style-type: none"><li>• Paleo</li></ul>



# COCONUT FLOUR

## COCONUT PRODUCT

Coconut Flour

## SPECIFICATIONS

Processed from virgin coconut oil

Colour: cream white

Texture: powder - free flowing

Moisture level:  $\leq 5.0\%$

AW level:  $\leq 0.65$



Coconut flour is a soft naturally grain- and gluten-free flour. Coconut flour is high in fiber, protein and fats and low in carbohydrates compared to other traditional grain-based flours. Coconut flour is particularly absorbent and a very small amount of flour will absorb a very large amount of liquid.

## APPLICATION INSPIRATION



8



# GREEN BANANA POWDER

## PRODUCT

Green Banana Powder

## SPECIFICATIONS

Processed from 100% bananas

Colour: off white to light yellow

Texture: fine powder

Moisture level:  $\leq 12\%$

Taste: typical without foreign taste

Air dried



Green banana flour is made from dried and ground unripe bananas and can replace any flour. Green banana powder contains resistant starch which is a carbohydrate that acts like a fiber and can be used to substitute wheat. During ripening this starch is converted into sugars, which is why green banana powder has low sugar content. Due to its high starch content, it can be used in a smaller dosage than wheat flour.

## APPLICATION INSPIRATION





# HEMP FLOUR

## PRODUCT

Hemp Flour

## SPECIFICATION

Processed from 100% whole hemp seeds

Colour: green

Texture: fine powder

Moisture level:  $\leq 8.0\%$

Taste: mild and nutty

Grade: 40% protein



Hemp flour is a nutritionally dense gluten-free flour that is ideal for baking and thickening sauces. Hemp seed flour is made by crushing whole hemp seeds to extract the oil and then finely milled into flour. Hemp flour is high in fibre, protein, amino and fatty acids, and adds a creative, nutritional twist to baked goods.

## APPLICATION INSPIRATION





# PSYLLIUM POWDER

## PRODUCT

Psyllium Husk Powder

## SPECIFICATIONS

Colour: pale buff coloured to off-white

Purity: 85% / 95% / 98% / 99%

Mesh: 40 / 60 / 80 / 100

Moisture: < 6 %

Taste: typical bland/neutral flavour

Odour: husk like odour



Psyllium husk powder functions as a binding agent in gluten-free recipes instead of xanthan gum or guar gum. When used in baking, it helps starches combine to trap air, as well as retain moisture and give structure to baked goods.

## APPLICATION INSPIRATION



# FLOURS FROM TANZANIA COMING SOON



Sweet Patato



Jackfruit



Cassave



Breadfruit



# APPLICATIONS

## BAKERY - SWEET



## BAKERY - SAVORY



## MONO PACK



## SNACKS





R&D

At Berrico we welcome tailor-made projects and would love to brainstorm with your team on how our solutions can enrich your products. Whether you're looking to add some additional elements or try out new flavours, we offer a wide variety of gluten-free options and inclusions.

# INNOVATION ZONE

CRANBERRIES  
INFUSED FRUITS & VEGETABLES  
HEMP  
DATES  
TROPICAL  
VEGAN PROTEIN  
SEEDS & KERNELS

ORGANIC / CONVENTIONAL  
NO SUGAR / SUGAR / APPLE JUICE INFUSED  
WHOLE / DICED  
FLAVOURED & COATED  
POWDERS





# CONTACT US



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