



FORTIFIED GUMMIES

A new booming trend in food supplements

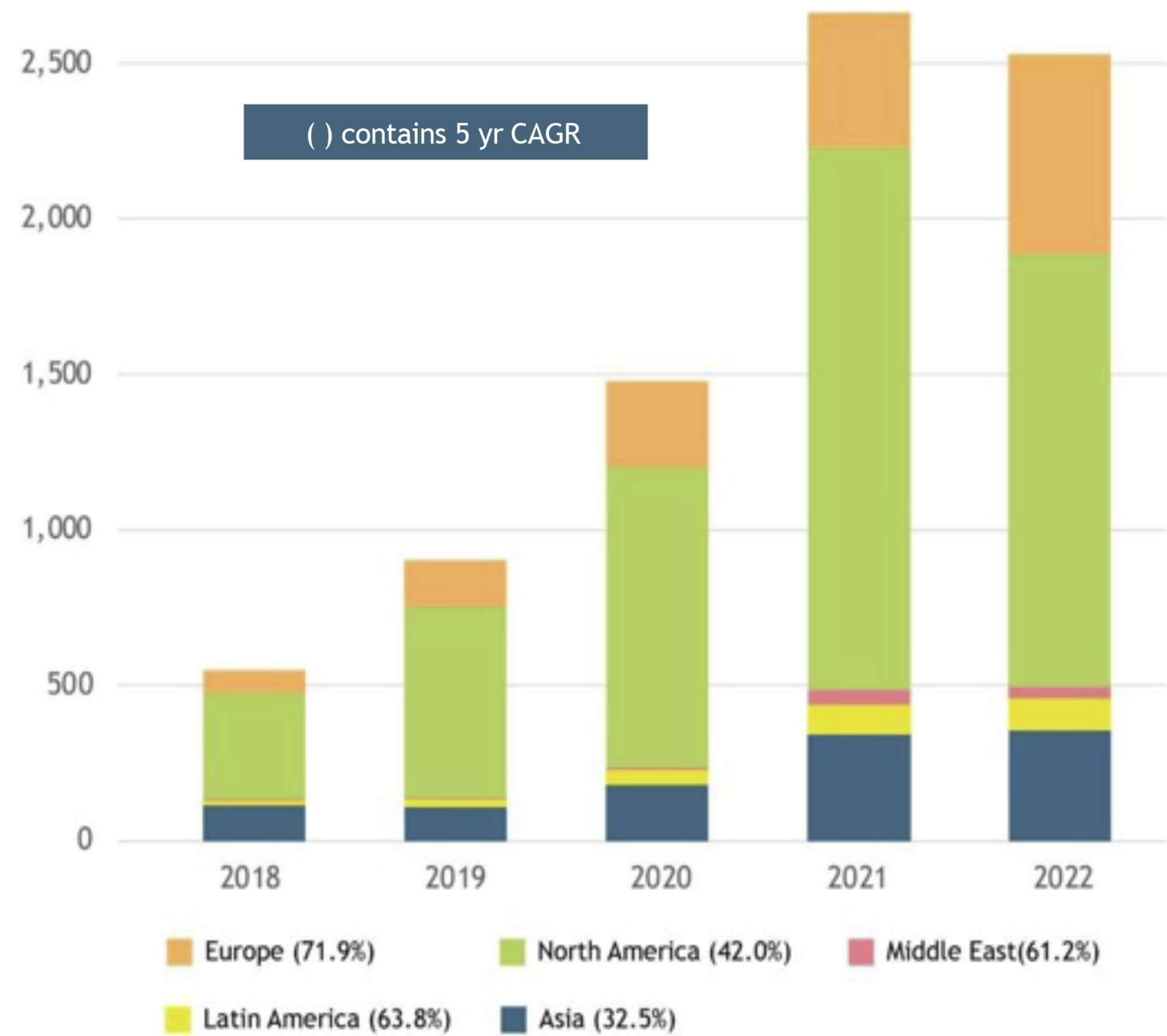
Functional gummies provide a solution to an increasing consumer demand for food supplements.

It is a new way to incorporate vitamins, omega-3 fatty acids, probiotics and many other active ingredients into the diet.



A booming global market: \$48.5 Billion by 2028

This category grew at a CAGR of 46.5% in the last 4 years.



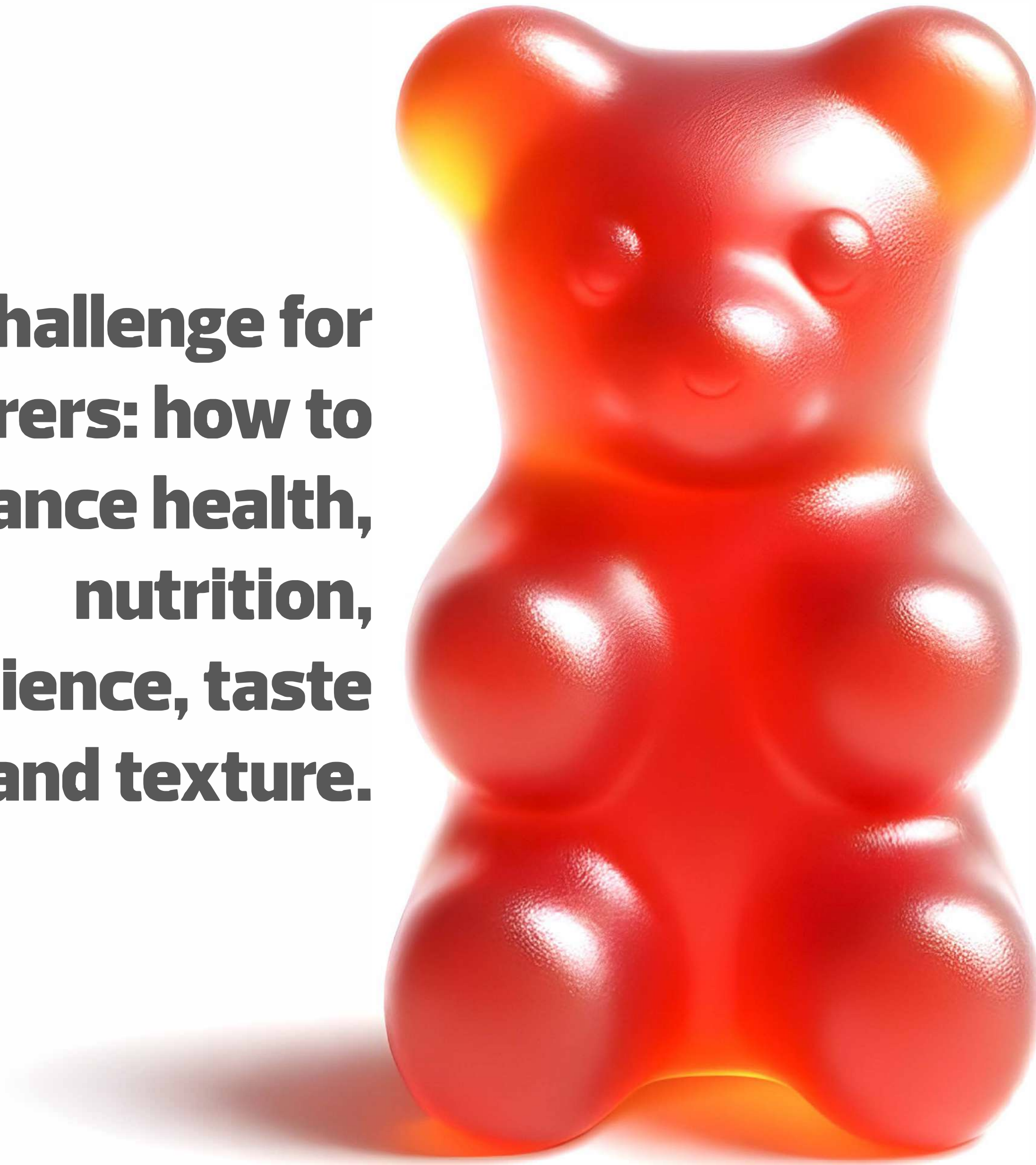
Number of New Product Launches by Region per year:

Consumers demand new ingredients, textures and flavors, which requires innovation in production.

- Preference for soft and chewy texture.
- Vegan/ animal- free
- E-commerce: heat tolerance.
- Improved sensory features.
- New ingredients: zinc, herbs, functional biotics, adaptogens...
- Compatibility and flavor release.



**A big challenge for
manufacturers: how to
balance health,
nutrition,
convenience, taste
and texture.**



At Blendhub we are
experts in texturization,
stabilization and
functional powder blends
for the food industry,
with a unique
Food-as-a-Service
model.

Our solutions go from ideation to market launch of all types of functional gummies, offering competitive advantages to manufacturers:

- Key ingredient by **CP Kelco**
- Excellent stability at pH 3.3–4.5
- Texture preserved in sugar reduction
- Thermal stability for storage at high temperatures
- Clean mouthfeel
- Controlled stickiness
- Smooth flavor release
- No aftertaste or smell
- Doesn't mask delicate flavors



Our Food-as-a-Service business model follows you all the way from concept to market launch of food containing powder ingredients



**Together with a global network of partners from
ingredient suppliers to food formulators,
providers of technology and food brands**

