



Total solutions & services

for the **ASIAN FOOD SUPPLY CHAIN**



Industry.



Retail.



Foodservice.



eCommerce.



Services.

The background of the slide is white and features several scattered, golden-brown fried potato chips of various shapes and sizes, including large, curved wedges and smaller, irregular pieces.

Global Snacks Market Trend 2018

Global Healthy Snack



- The global healthy snack market is expected to reach USD 32.8 billion by 2025.
- **Rising awareness** about **healthy snacking** habits along with convenience, and mobility of product further propel the market growth.
- The hectic lifestyles and changing of demographics with the rise of young population in Asia Pacific region are some of the factors positively influencing the market.
- The preference for healthy snacks over the traditional ones is increasing as it is **convenient to carry and consume**.

Key Players



- Key market players include General Mills, Mondelez International, Inc., PepsiCo Foods, Nestlé S.A., B&G Food Inc., The Kellogg Company and others where these companies are focused on increasing their global presence using product differentiation strategies
- Every country in the region has a large concentration of small regional players accounting for the majority sales.
- However, PepsiCo Inc. and Calbee Foods Co Ltd are the top two players in the region.

Savoury Snacks in Asia Pacific



- Asia Pacific is the world's second largest savoury snacks market, following North America which are dominated by China, Japan and India.
- The growing young populations in China and India have been progressively supporting the growth in the region's share of global savoury snack sales.
- However, Japan's share of savoury snacks in Asia Pacific has been decreasing, owing primarily to a declining population.
- Salty snacks are the most popular savoury snacks category in Asia Pacific, owing to the wide range of types and flavours available.
- Rising health consciousness have supported the rise of nuts, seeds and trail mixes, which are amongst the healthiest snack options.

Source: Euromonitor International, 2017.



Snack Market Trend 2018



Plant-Based



- Inulin and Oligofructose are natural soluble dietary fibres, extracted from chicory root, making them 100% organic.
- They have significant and scientifically-proven health benefits including fibre enrichment as well as taste and mouthfeel improvement to produce healthy yet tasty snack products.
- Rice starch is hypoallergenic, organic and non-GMO, making it a clean label ingredient with functional benefits.
- Protein chips contain 10g protein and 5g fibre for every serving where it is made from rice flour, soy protein and Oligofructose inulin.



Good Carbs Bad Carbs

- Incorporating chicory root fibre in snack products helps to cut calories as well as adding a valuable source of prebiotic fibre that positively influences gut health and improves overall well being.
- Rice starch is highly digestible, making it a suitable ingredient for snack applications.
- Additionally, rice starch has smaller particle size that allows for a creamy texture without affecting taste and colour.
- Slim fast 100 Calories Snacks, the low calorie snacks that are the perfect choice in between meals at just 100 calories per bag, containing 2g of protein and 5g of fiber.



Protein



- Protein-rich snacks are an great option for a mid-day boost or post-workout treat.
- Protein plays important roles as vital macronutrient for supporting a healthy immune system, repairing the body's cells, building and repairing muscles, optimizing bone mineral density and maintaining glucose homeostasis (Romotsky & Bonci, 2012).
- The new Protein Chips from iwon! organics is a line of tasty crisps made from a combination of GMO-free, organic ingredients like pea protein, which provides consumers a whopping 20g of plant-based protein for every serving.



Fat

- Rice starch is highly digestible. That makes it an attractive ingredient for snack applications.
- Additionally, rice starch has smaller particle size that allows for a creamy texture without affecting taste and colour.
- Baked Cheetos Oven Baked Crunchy Whole Grain and Puff Snacks contains around 40 to 50% Less Fat than original Cheetos Puffs Snacks, making them perfect for snacking at school, work or on-the-go.



Snackification

- By being convenient, nutrient-dense and tasty snacks, it provides an opportunity for us to increase our energy and nutrient intake where snacking provides additional energy for the day, helping to fuel our bodies and minds.
- Healthy snacking is a great way to keep children going through their active day by offering smaller meals and snacks throughout the day. That may reduce the risk of overeating but at the same time providing the necessary energy and nutrition.

- Pass the Peas, new product series from Kay's Naturals is a line of high protein crunchy cereals and snacks contains a better balance of protein, carbohydrates, fibre and fats made with chickpea flour and pea protein. They come in three flavours: Maple Bacon, Dill Pickle and Smoky BBQ.



Inflammation

- Turmeric has the magical power in aiding with digestion and relieving arthritis pain.
- Curcumin, an active ingredient found in turmeric may have anti-inflammatory and antioxidant properties where it works for reducing osteoarthritis pain.
- The Vege Chip, an Australian gluten free snack manufacturer has introduced a new range of Super Food Crisps to its Deli Crisp range where the flavour varieties include Vege Deli Chia Crisps, made from chia, galangal (ginger), red chilli and green shallot; Vege Deli Turmeric & Cheese Crisps, created with turmeric powder and cheese; and Vege Deli Lentil Crisps which is a lentil and potato blend.



Market Examples

New Innovations 2017



- Boulder Canyon introduces Kettle Chips fried in heart-friendly Rice Bran Oil. The chips are available in three different flavours: Roasted Jalapeno, Himalayan Pink Salt and Teriyaki Ginger.

- The Kettle Discoveries Range brings flavour innovation and excitement to the Sharing Snacks Category, with flavours such as 'Salted Caramel & Double Cream' and 'New York Deli with Pastrami, Dill Pickle & Mustard'.



New Innovations 2017



- Pringles launched a new line of snacks in five bold flavours namely, Pringles LOUD including Fiery Chili Lime, Mighty Margherita Pizza, Salsa Fiesta, Spicy Queso and Super Cheesy Italian.

- Utz Grillin' Classic Potato Chips are available in three flavours: Cheeseburger, Grilled-Hot Dog and Sweet Corn.



New Innovations 2017



- Lay's potato chips come in flavours like Yorkshire Pudding, Salmon Teriyaki and Indian Tikka Masala.

- The Lay's Do Us A Flavour finalists for 2017: Crispy Taco, Everything Bagel With Cream Cheese and Fried Green Tomato Chips



Plant-Based



Vegan Rob's Gluten Free and Dairy Free Probiotic Puffs, Cauliflower

Plant-based natural ingredients with zero trans fat, dairy-free, delicious and nutritious.

Contains whole grain sorghum flour, sunflower oil, Yeast, Cauliflower/Onion/Garlic Powder, Cane Juice, Spices and **Inulin**.



Farmhouse Culture Dill Pickle Kraut Krisps

Contains corn flour, vegetable oil, brown rice flour, sea salt, garlic, vinegar powder and **Inulin**.



Simply 7 Hummus Chips Sea Salt

50% less fat than standard potato chips. Contains **rice flour** and **rice starch**.

Plant-Based



Nairn's Gluten Free Snackers
Contains Wholegrain Oats (74%), Cheese (15%), Maize Starch, Dietary Fibre (**Inulin**), Cheese Seasoning (3.5%) (Cheese Powder, **Whey Powder**, Buttermilk Powder, Onion Powder, Natural Flavorings, Garlic Powder, Natural Color: Paprika).

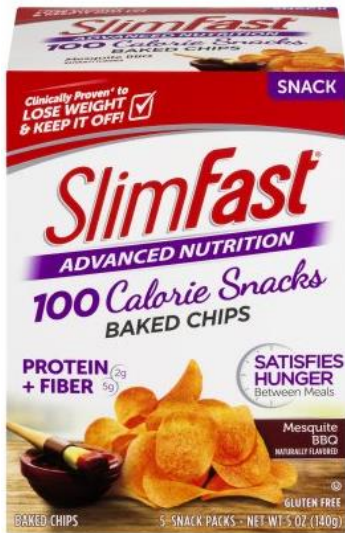


Terra Real Vegetable Chips Original Sea Salt
Contains a seasonal mix of root vegetables (Sweet Potato, Parsnip, Batata, Taro, Yuca), Canola/Safflower/Sunflower Oil, Beet Juice (For Colour)



Lukes Organic Chips
Contains grain & seed blend (whole grain brown rice, brown rice flour, millet flour, quinoa flour amaranth flour), sesame seeds, sea salt and natural color.

Good Carbs Bad Carbs



**SlimFast Advanced Nutrition
100 Calorie Snacks Baked
Chips Mesquite BBQ**
Contains Pea Protein Isolate,
Inulin and **seasonings** (Onion
Powder Garlic Powder)



**Lay's Light Original Fat Free
Potato Chip**
Fat free and half the calories of
regular potato chips.
Contains **Alpha-Tocopheryl
Acetate** (Vitamin E), **Vitamin A
Palmitate**, Tocopherols (to
Protect Flavour), **Vitamin K**, and
Vitamin D.



MUNCH RIGHTS Incredi-Puffs
Plant-based snacks which are
30% Less Fat than Traditional
Potato Chips
Contains Garlic Powder, Spices,
Natural Flavour, Onion Powder,
Yeast Extract, Paprika Extract
(Colour),

Good Carbs Bad Carbs



Popped BBQ Potato Crisps

70 calories per serving/ air-popped to a perfect crisp!
gluten-free

Contains potato, **rice flour**, soluble corn fibre, pea protein isolate, **inulin**, **seasoning** (onion/ garlic/ tomato powder, flavours, paprika oleoresin color, spices, citric acid) and sunflower oil.



Cape Cod Reduced Fat Potato Chips

40% Reduced Fat.

Contains potatoes, vegetable oils (canola/ safflower/ sunflower oil) and salts.



Quaker® Popped Rice Crisps

Contains whole grain brown rice flour, corn, sunflower oil, **whey**, cheddar cheese, annatto, butter oil, monosodium glutamate, lactic acid, tricalcium phosphate, disodium phosphate, calcium lactate, citric acid, gum arabic, natural flavor and **tocopherols** (preservative).

Protein



Kay's Naturals Gluten-Free High-Protein Chili Nacho Cheese Chips

Soy Protein Isolate, Corn/Soy/Potato/**Rice Flour**, Tapioca Starch, Pea Fiber, **Inulin**, Chili Nacho Cheese Seasoning, Cheddar Cheese Powder, Lemon Lime, Whey Culture, Buttermilk, Paprika, Citric Acid, Lactic Acid.



Pizza Crunch Potato Chips

Contains Potato (Potato Flakes, **Rice Flour**, Potato Starch), Soy (Low-Fat Soy Flour, **Rice Flour**), BBQ Seasoning (**Soy Protein Isolate**, Molasses, Onion Powder, Garlic Powder, Dried Tomato, Maltodextrin, Paprika, Modified Food Starch, Spices, Citric Acid, **flavorings**, **Oligofructose Inulin**).



Simply Protein Herb Simply Protein Chips

15g of protein
Flavors: Herb/BBQ and Chili/Salt and Pepper.
Contains Pea Protein Isolate and **seasonings** (Garlic Powder, Onion Powder, Parsley, Dill Weed, Black Pepper, Lemon Oil and Turmeric)

Protein



Quest Nutrition Protein Chips

Contains Protein Blend (Milk Protein Isolate, **Whey Protein Isolate**), Dried Potatoes, Corn Starch, High Oleic Sunflower Oil, Buttermilk/Onion/Garlic/**Whey** Powder, Annatto Extract (Color), Paprika Extract (Color), Turmeric (Color), Citric Acid, Yeast Extract, Calcium Carbonate and Natural Flavors.



Protes - Protein Chips Zesty Nacho - 15g protein per bag

Contains Pea Protein Isolate, Potato Flakes, Seasoning (Tapioca Maltodextrin, Coconut Oil, Sea Salt, Nutritional Yeast, Tomato Powder, Onion Powder, Yeast Extract, Garlic Powder, Spices, Lactic Acid, Paprika, Citric Acid, Annatto Extract and Natural Flavor)



SlimFast® Advanced Nutrition 100 Calorie Snacks Sour Cream & Onion Baked

Contains Crisps (**Rice Flour**, Soluble Corn Fiber, Pea Protein Isolate, **Inulin**), Seasoning (Whey, Onion Powder, Sour Cream, Natural Flavors, Parsley, Citric Acid, Yeast Extract, Lactic Acid), and Sunflower Oil.

Fat



Ruffles Reduced Fat Potato Chips

25% less fat than regular Ruffles potato chips.

Ingredients: Potatoes, Vegetable Oil (Sunflower, Corn and/Or Canola Oil), and Salt.



Beanitos Skinny Dippers

25% Less Fat Than The Leading Brand Regular Tortilla Chips. Contains Cooked Navy Beans, Long Grain **Rice Flour**, Sunflower Oil, Tapioca Starch, Tapioca Maltodextrin, Sea Salt, Cane Sugar, Citric Acid, Parsley, Non-GMO Natural Flavor, Lime Oil.



Popchips Potato Chips

Contains dried potato, **rice flour**, sunflower, safflower, and/or canola oil, potato starch, sea salt, salt.

Fat



Boulder Canyon Natural Foods Kettle Cooked Potato Chips Olive Oil

Higher in beneficial monounsaturated fats than traditional potato chips.
Contains potatoes, olive oil, vinegar & garlic powder, yeast extract, spices, flavours, paprika, citric & lactic acid.



Pringles Reduced Fat Potato Crisps

Made from real potatoes
1/3 less fat than regular Pringles;
contains no trans fat.
Contains dried potatoes, vegetable oil, wheat starch, maltodextrin, **rice flour**, salt and dextrose.



Simply7 Gluten Free Organic Veggie Chips

40% less fat than standard potato chips, no trans fat.
Contains potato flour, sunflower/safflower oil, corn flour, potato starch, corn starch, rice flour, salt, sugar, tomato powder, spinach powder, turmeric and beetroot powder.

Snackification



Popchips Bbq Popped Chips

Contains Potatoes, Sunflower Oil, **Seasoning** (Sugar, Whey Powder [Milk], Salt, Onion Powder, Yeast Powder, Garlic Powder, Tomato Powder, Oak Smoked Sea Salt, Yeast Extract, Flavourings, Spices, Acid: Citric Acid, Colour: Paprika Extract), **Rice Flour** and Potato Starch.



Nabisco Good Thins

Contains Whole Grain Brown Rice Flour, Whole Grain Brown Rice, Potato Starch, Corn Flour, **Inulin (from Chicory Root)**, High Oleic Safflower Oil, Maltodextrin, Sugar, Sea Salt, Salt, Black Pepper, High Oleic Sunflower Oil, **Citric Acid**, Natural Flavor.



Ritz Chip And Thin

Contains potato flour, canola oil, cornstarch, unbleached enriched flour (wheat flour, **niacin**, reduced **iron, thiamine mononitrate, riboflavin, folic acid**), oat fiber, calcium phosphate, **lecithin**, dextrose, flavors, onion powder, beet powder, yeast extract and paprika extract (colouring).

Snackification



MySuperPops

Mini-popcorn chip packed with chia, quinoa and flax seed. Contains popcorn chip (yellow corn, quinoa, flax seeds, sunflower seeds, **chia seeds**), white cheddar seasoning (tapioca, whey, cheddar cheese), flavours, citric acid, yeast extract, lactic acid and sunflower oil.



Maya Kaimal Sweet Chili Chickpea Chips

Contains chickpea/ **rice flour**, sunflower/ canola oil, dextrose, black sesame seeds, sauce (red peppers, vinegar, salt, garlic), cayenne pepper, asafetida (spice), fruit and vegetable juice powder (color), acetic acid, citric acid, flavor, paprika extract.



Kellogg's Special K Cracker Crisps

Contains Potato, potato starch, canola oil with **TBHQ**, **rice flour**, oat fiber, dextrose, malic acid, vinegar solids, modified corn starch, yeast extract, monoglycerides, **flavors**, disodium inosinate, disodium guanylate, **whey** and citric acid.

Inflammation



Ninja Ginger

Kettle Cooked Potato Chips

Dressed in combination of ginger, chili pepper and cilantro. Contains Potatoes, Sunflower Oil, Cane Sugar, Sea Salt, Maltodextrin, Onion/Garlic Powder, Natural Extractives (Ginger, Cilantro, and Chili Pepper), Parsley, White Distilled Vinegar, Citric Acid.



Vegan Rob's Turmeric Supergrain Chips

Brown rice flour, **rice flour**, flax seeds, **chia seeds**, quinoa, seasoning (yeast, pumpkin powder, sea salt, cane juice, turmeric (color and flavor), brown sugar, onion powder, whole algal flour, spices, natural flavor, and sunflower oil.



Macro Lentil Corn Chips Tzatziki

Contains corn (63%), canola oil, lentils (5%), tzatziki **seasoning** (5%) (**whey powder**, **rice flour**, natural flavouring, sugar, onion powder, salt, yeast extract, mineral salt (potassium chloride), herbs vegetable oil and **chicory fibre**.

Inflammation



Ring Chips

Contains wheat flour, starch, baking powder, turmeric powder, vegetable oil & seasoning.



Vege Deli Turmeric Crisps

Contains cassava, tapioca starch, sunflower oil, leek, chilli, pepper, galanghal, turmeric & ginger powder, seasoning: 8% (cheese powder, sodium phosphates, sodium citrates, lactic acid, rice flour, plant fibre, onion powder, yeast extract, **flavours** and rosemary extract.



Enjoy Life Foods, Lentils, Sea Salt Lentil Chips

40% Less Fat Than the Leading Potato Chip. Lentil has proven to be one of the best sources of plant-based protein. Contains Lentil chip (lentil flour, potato starch, salt, turmeric), sunflower oil, sea salt.

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