

TASTED AT IFT

If tasting is believing, then at the Institute of Food Technologists' trade show in New Orleans in June, ingredient exhibitors convinced me just how delicious functional beverages can be.

In the spirit of New Orleans, Cognis (Monheim, Germany), now part of BASF Corp. (Florham Park, NJ), served up Healthy Hurricane, a good-for-you version of the New Orleans favorite. Among other ingredients, the beverage contained Xangold lutein esters, LycoVit lycopene, vitamin E, and beta-carotene to lend both nutritional value and natural color. In addition, an Omega Chai Tea boasted Dry n-3, with each serving of tea providing 100 mg of EPA and DHA omega-3 fatty acids.

National Starch Food Innovation and Corn Products (Somerset, NJ) highlighted a Vitality Shot featuring their Aquamin calcified mineral for bone health, Nutriose soluble fiber for wellness, and Enliten Reb A stevia. Moreover, the companies' Q-Naturale emulsion system helped keep the beverage transparent, despite its citrus flavoring.

The U.S. Dairy Export Council (Arlington, VA) demonstrated how whey permeate can take the place of some salt in a beverage by having attendees try a savory cucumber lemon yogurt drink that not only contained whey permeate in place of salt but also 50% of the Daily Value of calcium.

Premix specialist Fortitech (Schenectady, NY) also showcased solutions under its new service platform for supplying customized, market-ready beverage powders, complete with functional nutrients, flavors, sweeteners, colors, and stabilizers.