

FOOD STORIES

NUMBER 4



JUNE - JULY 2021

PLANT-BASED SOLUTIONS ... FOR A GREENER WORLD!

Green is so much more than a colour, it has become a way of life, a commitment to the future, a positive vision of a **GREENER, MORE WELCOMING WORLD** just waiting to be created.

The health crisis we've experienced over the last few months has accelerated our collective awareness (a process that was already well under way) of the fact that the frantic consumption of the 1990s and 2000s could be turned into something more responsible, without restrictions and frustrations. Let's not forget that «**PLEASURE**» remains the main driver of innovation and that it is essential if a customer is to repeat their purchase.

In this «new normal» that everyone is talking about, we can look forward to more enjoyable, generous plant-based flavours, the pleasure of consuming less but better, the satisfaction of opting for environmentally-friendly products and, of course, the intoxicating feeling of being the pioneers of the future!

At Colin Ingrédients, our plant-based solutions are synonymous with **PLEASURE**, but also with **CONSISTENCY AND NEW EXPERIENCES**. Let us tell you more!



An area that Colin Ingrédients expects to grow.

TRENDS

PLANT-BASED PRODUCTS: IT'S GREEN LIGHTS ALL THE WAY!

The growth in sales of veggie products in France is not down to vegetarians or vegans*, who have very specific expectations, but to flexitarians.

POUR LES PRODUITS
VÉGÉTAUX EN 2020



25%

FOR PLANT-BASED
DELICATESSEN
PRODUCTS



35%
OF FRENCH PEOPLE

I.E.

23 M
PEOPLE

are tending to reduce or limit their
meat consumption.

IN FRANCE, THE MARKET
FOR PLANT-BASED PRODUCTS
WAS WORTH

€ 422 M
IN 2020



AN INCREASE OF

+7%
COMPARED TO
2019

WITH



30%

FOR ULTRA-FRESH
PLANT-BASED PRODUCTS



ALMOST
45%

FOR PLANT-BASED
BEVERAGES



Consumers are eating **less but better**
quality meat and from time to time
opting for **dishes or meals that are**
entirely plant-based.



These flexitarian consumers
now include more and more
families with children.



WHY ARE WE SO KEEN ON PLANT-BASED PRODUCTS AT COLIN INGRÉDIENTS ?

This is the very lifeblood of the company, as the Colin family continues to farm the land around Mittelhausen in Alsace, just a few hundred metres from the head office! Although only a very limited number of our raw ingredients come from the family farm, we're working on increasing this!

OVER TIME OUR PASSION FOR SPICES AND PLANT-BASED PRODUCTS HAS TURNED US INTO EXPERTS IN A HIGHLY SPECIALISED FIELD

Built up over years of collaboration, our close relationships with producers mean we have direct access to high-quality raw materials.

LOCALLY SOURCED WHENEVER POSSIBLE

When production exists, and when the product meets our requirements on quality and taste, we source our ingredients in France and even in Alsace, which is the case for horseradish for example.



Eric Colin sowing yellow mustard in Mittelhausen in March 2021.

* vegetarians currently «only» represent 2% of the French population (1.3 million people) and vegans 0.5% (or 340,000 people).
Source: Nielsen Scantrack and Xerfi

DISCOVER OUR RANGE

OVERVIEW OF OUR

PLANT-BASED SOLUTIONS

There are plenty of plant-based solutions to choose from at Colin Ingrédients, ranging from «simple» plant-based raw ingredients to aromatic blends and complete mixes.

Organic and 'French origin' products are fully integrated in the sourcing process at Colin Ingrédients and are promoted whenever possible.

The direct relationships that we maintain with the farming world allow us to identify real «gems» with a bright future, such as a group of young farmers in the French Berry region who offer a whole variety of super grains and cereals. Our current favourites:

WHITE QUINOA

HIGH ENVIRONMENTAL VALUE-CERTIFIED,
FRENCH ORIGIN 

Ref 5041009

This quick-cooking French quinoa (6 mins) has a slightly sweet taste reminiscent of hazelnuts. The quinoa husk is mechanically removed, which eliminates the need for rinsing and takes the bitter edge off the grain. No pre-cooking required.



BLACK AMARANTH SEEDS

HIGH ENVIRONMENTAL VALUE-CERTIFIED
FRENCH ORIGIN 

Ref 5043904

With its attractive shiny black colour, these grains are a perfect way to add visual effect and crunch to numerous sweet and savoury dishes!



FRENCH CURRY

HINT OF FRESHNESS 

Ref 251UA2001

Spices and nothing but spices!

Made of 100% French origin ingredients, this is curry reinvented by Colin Ingrédients to bring a fresh, original note to your meat, fish or vegetable dishes.

MAIN INGREDIENTS:
coriander, mint, caraway, fenugreek.



This composition
is part of the
**PURE
SPICES**
range



CONCENTRATE OF COOKED VEGETABLES

Ref 60426907

This 100% natural origin, Clear Solutions vegetable recipe is part of the Colin Ingrédients Pure Concentrates range. Based on an innovative process of low temperature vacuum drying that preserves the taste and colour of the ingredients.

This concentrate brings a rich, velvety quality with hints of bouquet garni (carrot, onion, shallot, tomato and leek). A rounded composition that will naturally boost the flavour of vegetable preparations and stocks.



HAPPY GREEN ORGANIC MEDITERRANEAN

Ref 600032602

A 100% plant-based and 100% organic recipe made with organic soya protein, which offers a satisfying balanced flavour as well as a soft texture and pleasant bite.

It can be used to make patties, stuffing, burgers, pancakes, bolognese sauces and nibbles.

Tomato, red pepper, carrot, onion, spices and aromatic herbs for a recipe that brings the Med into the kitchen! Other flavourings are available.



VEGI BOLO TRADITIONAL AND ORGANIC

Ref Traditional PF01912C.

Ref Organic 607451403

Made from plant-based protein (pea protein for the traditional version and soya protein for the organic version), this composition offers a high-quality alternative to a meat-based bolognese sauce.

The appetising appearance, well-cooked flavour and texture containing firm chunks mean that Vegi Bolo offers the same great taste as a traditional recipe. Rich in protein.



www.colin-ingredients.com

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