Challenge: Solved
SMART START BREAKFAST BITES
CASE STUDY
Smart Start
Breakfast Bites

Busy consumers are hungry for breakfast options that are quick and convenient, yet delicious and nutritious. That’s why we created these yummy bites with the rich flavors and texture of banana bread—and the added benefits of protein, DHA, fiber and good fats to start the morning off right.

49% of consumers view snacks as an important part of a healthy eating plan¹

51% of flexitarians say inferior taste is the primary barrier when considering plant-based proteins²

²ADM OutsideVoiceSM Consumer Study, May 2019
CHALLENGE
Faster-paced lives are driving the demand for great-tasting health-forward convenience. Our challenge was to create something so delicious you’d never guess it delivers a good source of protein and other ingredients to support brain and gut health.

SOLUTION
We focused on breakfast, that all-important daypart when consumers are seeking convenient, on-the-go and nutrient-packed solutions. The team combined several high-quality plant-based proteins, omega-3s, dietary fiber, oils and sweeteners and an emotionally resonant flavor to bring this nutritious and delicious breakfast bite to life.

And because we understand that taste, texture and appearance congruency is important, we created a bite that highlights the contrasting textures, soft bite and rich, familiar colors and dynamic texture you get when you bite into a slice of banana bread.

Finally, we validated our work with consumers to ensure that we delivered on their expectations. Here’s what we heard:

“Flavor was great. The banana note was real, ripe banana.”

“Sweet brown notes made it seem like banana bread.”

“Great contrasting textures with the soft bite of the frosting and crunch of the base...”

The Result
A delicious on-the-go breakfast bite with the comforting flavor and texture of banana bread and a range of on-trend health benefits from protein, fiber, omega-3s and more.
More Solutions, Better Results

As your go-to solutions provider for plant-based, protein-forward snacks, ADM has the ingredients, know-how and experience you need to get to market quickly and successfully.

Count on us to meet any formulation challenge.

Nutrition Facts

Serving Size 2 Squares (40g)

Amount Per Serving

Calories 150

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>6g</td>
<td>7%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>1.5g</td>
<td>8%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
<td>100mg</td>
<td>4%</td>
</tr>
<tr>
<td>Total Carbohydrates</td>
<td>22g</td>
<td>8%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>6g</td>
<td>21%</td>
</tr>
<tr>
<td>Total Sugars</td>
<td>10g</td>
<td>3%</td>
</tr>
<tr>
<td>Incl 5g Added Sugars</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>7g</td>
<td>12%</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>0mcg</td>
<td>0%</td>
</tr>
<tr>
<td>Calcium</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Iron</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Potassium</td>
<td>0mg</td>
<td>0%</td>
</tr>
</tbody>
</table>

*The % Daily Value (%DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

*see nutrition information for total fat content

CONCEPT HIGHLIGHTS

Good source of protein
Excellent source of fiber*
32mg of DHA per serving for brain health

FEATURED ADM INGREDIENTS

ProFam™ Soy Protein Isolate
Textura™ Soy Crisps
Onavita™ DHA Algal Oil
Fibersol® Prebiotic Dietary Fiber
Almonds and Almond Butter
Natural Flavors
Coconut Oil and Flakes
VivaSweet™ Sucralose
High-Oleic Soybean Oil
Glycerin

READY TO SOLVE YOUR CHALLENGES?

Request our Prototype Formulation & a Technical Consultation

ARCHER DANIELS MIDLAND COMPANY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. OUR RESPONSIBILITY FOR ANY CLAIM IS LIMITED TO THE PURCHASE PRICE OF MATERIAL PURCHASED FROM US. CUSTOMERS ARE RESPONSIBLE FOR OBTAINING ANY LICENSES OR OTHER RIGHTS THAT MAY BE NECESSARY TO MAKE, USE, OR SELL PRODUCTS CONTAINING OUR INGREDIENTS. ANY CLAIMS MADE BY CUSTOMERS REGARDING INGREDIENT TRAITS MUST BE BASED ON THE SCIENTIFIC STANDARD AND REGULATORY/LEGISLATIVE REQUIREMENTS OF THE COUNTRY IN WHICH THE FINAL PRODUCTS ARE OFFERED FOR SALE.

©2020 Archer Daniels Midland Company