

#WATTSUP TREND WATCH

# Upcycled Food & Drink



Let's set the record straight. What exactly are upcycled foods, and why are they such a growing trend? According to the Upcycled Food Association, upcycled foods "use ingredients that otherwise would have not gone to human consumption".

While still a relatively unknown concept to many consumers, interest in upcycled food and drink is certainly on the rise. Partly this is because it speaks to many of the things that drive consumers in 2022. It is good for the environment, good for water and food security, and it provides a feel-good sense of 'taking action'.

10% of consumers identified they had heard of upcycled foods before. 1

81% of consumers said they would be willing to try or buy upcycled foods. 2

The upcycled food market is worth \$46.7 billion. (Future Market, 2022)

Over the next 10 years, the expected CAGR of upcycled foods is 5%. (Future Market, 2022)



## On the Shelves



Del Monte Boost Me Fruit Infusion redirects approx. 60,000L of pineapple juice destined for landfill each year (USA, 2022).



Renewal Mill launched a cookie range with upcycled okara flour (USA, 2022).



We Are Grounded energy bars. Uses upcycled cascara, and calls this out on front of pack (AU, 2022).



Seven Sundays Real Sunflower Cereal. The sunflower seeds are cold-pressed for oil and upcycled into a high-protein flour (USA, 2022).



## On the Shelves



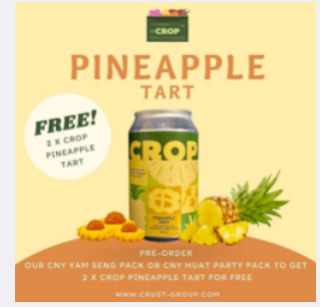
Muun Chi Food makes a beetroot kefir kvass using almond pulp, orange and banana peels and beet juice (USA, 2020).



Blue Stripes Cacao Water made from pulp discarded in chocolate production (US, 2020).



NON7 Stewed Cherry & Coffee non-alcoholic wine alternative uses cascara, a by-product of coffee production (AU, 2021).



Pineapple Tart sparkling fruit drink made from surplus rescued pineapple peels and cores (Singapore, 2022).

Upcycling can be loosely categorised into four areas: utilising imperfect ingredients (e.g ugly fruit), using by-products (e.g cascara), using process surplus and working with underused ingredients.

Upcycling has the potential to create significant change. According to the Upcycled Food Association, about 14 million tons of cacao fruit are harvested around the world annually, of which 70% is thrown away. If the fruit was used to its full potential, it would reduce CO2 emissions equivalent to planting 3.5 billion trees a year.

2022 is expected to be the year that upcycling comes to the fore. It will continue to grow as consumers become more aware of the environmental and economic impacts of food waste. As well as this, companies looking to achieve sustainability targets will find upcycling a worthwhile strategy.



## Hawkins Watts Offerings

- ✓ Upcycled Citrus & Apple Fibre
- ✓ Upcycled Apple Extract (Sugars)
- ✓ Upcycled Pectin
- ✓ Upcycled Omega-3 oils



1 2 Research conducted by University of Otago, Drexel University and Foodstuffs.

Please contact Hawkins Watts for more information

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