


Sparking synergies to delight



FLEXIBLE SNAPPY
FIRST BITE



FLOWY FIRM
TEXTURE



CREAMY BOOSTING
FLAVOR RELEASE

Embrace the power of synergies and unleash
a delightful world of opportunities with our
chocolate confectionery specialty fats.

Cargill[®]
Helping the world thrive

Identifying new opportunities for growth



The global chocolate confectionery market is the largest snack category and is anticipated to witness substantial growth in the in the forecast period of 2023-2028.



Innovation has a key role in driving this projected growth, in enabling companies meeting the evolving demands of consumers and the type of indulgence they seek.



At Cargill, we utilize **consumer proprietary researches** to track and report on the latest Food & Beverage and Ingredients micro- and macro-trends in order to stay at the forefront of emerging consumer behaviors, needs and preferences.



The best of both worlds: sating the consumer's desire

With our new **Sweet Delight consumer research** we uncovered the unmet needs and motivations that drive consumer purchase behaviors for chocolate confectionery, including their expectations regarding textures, claims, ingredients and more.

Among its findings, the research demonstrates that in chocolate confectionery, indulgence remains a key purchase trigger, and it usually outweighs health related concerns. However, consumers want the best of both worlds.

The unmet demand revolves around products that are not only delicious but also have a healthier nutritional profile, providing consumers with an energy boost that does not result in a subsequent sugar crash.

Mapping out benefit spaces for consumers

The research focused on identifying the most promising benefit platforms to meet the unmet needs of consumers.

By looking at both the drivers of purchases and the willingness to pay more, Premium Indulgence is emerged as the top benefit platform followed by Better For You and Guilt Free Indulgence as niche growth opportunities.



Delivering on consumer expectations in the Premium Indulgence

The results uncover the opportunity to successfully deliver on consumer expectations by enhancing the most associated textures through the right ingredients.



Texture

Premium Indulgence is all about rich sensory experience and excellent quality. Premium texture – **creamy, smooth, silky** – with the **right melting profile** are key to meet consumers demands and differentiate.



Claims

Premium Indulgence seekers desire a rich taste experience that combines **natural and healthier ingredients**, to treat themselves. **Transparency** regarding ingredient origin and sourcing, **flavor variety** with **high percentage cacao** will help them enjoy their 'me time' more.





Your trustworthy partner to unleash a delightful world of opportunities.

Our unique, extensive research tools contribute to make us the knowledgeable partner who supports customers in accelerating the development of today's and tomorrow's end-to-end solutions from every-day treats to premium indulgence ones, addressing the challenges related to sensory experience, health, nutrition and sustainability - with confidence and ease.

Driven by the synergies across our wide range of solutions and services, we deliver successful consistent results in a convenient and efficient way.

As a 'one solution provider', Cargill offers a comprehensive range of solutions including fats, plant protein, sweeteners, cocoa and chocolate, texturizers etc. **This enables us to take a holistic approach in addressing specific challenges.**



Values our customers experience as a result of sparking synergies

01

Innovation 'our way'

We are your all-round partner. We harness the synergy between extensive in-house ingredient expertise and category expertise to ensure constant innovation and differentiation in the end-to-end solutions we offer.

02

Shaping moments of Indulgence

Thanks to our extensive sensory expertise, we master the art of creating unforgettable multi-sensory experiences.

03

Transparency as key to sustainability

The use of data, digitalization and technologies such as blockchain are key in transparency. Because when we can tell our tale of transparency, you can build your story of sustainability.

04

Anticipating tomorrow's opportunities

The ability to predict consumer trends alongside extensive food technology expertise, forms the springboard for a successful co-creation journey towards innovative solutions.

05

Assured supply and management risk

We are the global solutions provider, reliable and trustworthy, that can deliver endless and seamless end-to-end support across the value chain. Helping you navigate uncertainties in the commodity market.



We offer a complete portfolio of confectionery specialty fats products, solutions and services supported by...



A Worldwide Network



Cross-Functional Collaboration



Advanced R&D with Sensory Expertise



Co-creation

Explore all that we have to offer and imagine all that you could create



Making delicious confectionery products is all about synergy. Bringing together the perfect blend of expertise is the sweet success formula behind our high-quality innovative solutions.

Our chocolate confectionery fats cover a wide range of fat profiles to cater to various applications, creating distinctive sensory experiences while accommodating different processing and handling requirements.

Meet our filling & coating fats heroes Our promises for indulgent moments



**CremoFLEX®
filling fats**



Enhanced sensorial functionalities because of different textures and flavor release options.



Coating fats



The benefit of fat fillings compared to water based fillings is that **they are more tasty and have a better fit with dry products.**



Fillings for confectionery, bakery, cereals and other food applications.



Functional alternative for chocolate because you have **more options** to adjust the melting point or nutritionally fortify the product.



Cost-effective alternative for chocolate because of different fats being used instead of predominantly cocoa butter.



Partner with us today

Contact us to learn more about our filling and coating heroes and the delightful world of opportunities with Cargill chocolate confectionery specialty fats.

To contact Cargill
Global Edible Oil Solutions:



Scan the QR-code or go to
cargill.com/emea/edible-oil-solutions



Helping the world thrive

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