

Video series highlights Cargill innovation experts



In today's rapidly changing marketplace, food and beverage customers need more than just high-quality ingredients. They need an ingredient supplier who can support their product development efforts with technical expertise and plenty of real-world know-how.

Our teams of application and ingredient experts do just that. To prove the point, seven of our technical experts recently stepped into the limelight, creating short videos that highlight some of the formulation challenges and trends they see shaping the industry. Dubbed the "Food Ingredient Master Series," it's a chance to meet a few of the Cargill people behind the science.

Here's what you'll find:

- In "Label-Friendly Beverages," Wade Schmelzer, one of Cargill's beverage experts, explores how label-friendly sweetener solutions are enabling manufacturers to create reduced-sugar beverages that don't just meet – but exceed – consumer expectations.
- Bakery specialist Keith Smith tackles the challenges of creating consumer-pleasing, reduced-sugar baked goods in the video, "Label-Friendly Bakery."
- "More Than Just Ingredients" showcases dairy application authority, Christine Addington, as she reviews emerging trends and new applications making waves in the dairy aisle.
- The video, "Food Transparency in Convenience Foods" introduces starch expert Shiva Elayedath, who discusses how native starches are replacing less-desirable ingredients, even in demanding applications.
- Hydrocolloids specialist Jaime Underwood reveals how pectin, a familiar favorite, enables formulators to meet consumer demand for reduced sugar, label-friendly beverages as part of the video, "Familiar Ingredients Lead to Innovation."
- "Bakery Ingredient Sourcing" features bakery pro Matt Gennrich, who shares proven ingredient replacement techniques and explains why brands need to deliver on consumer demands for improved transparency.
- Beverage specialist Vince Cavallini provides a look at the newest protein solutions in "Plant Proteins Driving Innovation." Along the way, he explains how this trend, combined with new applications, is reshaping the beverage industry.

You can view the full Food Ingredients Masters Video Series [here](#), or [connect with us](#) to find out more.