

The background of the advertisement is a top-down view of a variety of Indian dishes. In the center, a pair of hands holds a brown ceramic bowl filled with a yellow-orange curry, topped with fresh green basil leaves. To the right, another similar bowl of curry is visible. Above the central bowl is a large, ornate metal bowl containing a yellow and orange rice dish. To the right of that is a small bowl of golden-brown fried items. In the bottom right, there are several pieces of naan bread. On the left side, there are small bowls containing different types of lentils and spices. The overall scene is set on a dark, textured surface, possibly a table or countertop.

Turn Up the Wheat on Your Proteins

Create in-demand meat alternatives
with textured wheat protein



59%
of global consumers*
identify as following
a plant-forward
lifestyle¹

\$885M
Global textured
wheat protein market
value with +13.1%
CAGR through 2030²

Plant-Based Demand

As plant-based proteins increasingly become a staple in modern diets, the expectation of a meat-like experience without meat is at an all-time high. Consumers no longer settle for alternative proteins that lack flavor or desired texture. They seek products that can closely mimic the traditional meat products they crave. Finding the right ingredients to deliver that perfect bite can prove challenging. That's where textured wheat protein comes in.

Known for its versatility and functionality, textured wheat protein provides a fibrous texture similar to meat, making it easy to create products consumers will love. Its clean and natural flavor, along with its ability to enhance texture and density, makes it the preferred ingredient for alternative protein solutions.

Its extensive use throughout history, dating back to the 18th century, adds authenticity to its wide range of applications across various cuisines.

Textured Wheat Protein is gaining significant traction in the plant-based arena due to its numerous advantages. As a result, its market value and awareness have seen a remarkable surge.

To make the most of this promising growth, it's crucial to find an experienced partner who not only possesses the knowledge and expertise of this versatile ingredient, but also the technical know-how to develop market-winning solutions.

Winning with Textured Wheat Protein

By using our technical ingenuity and ingredient expertise, we select the ideal textured wheat protein to help solve development challenges to deliver consumer-preferred taste and texture.

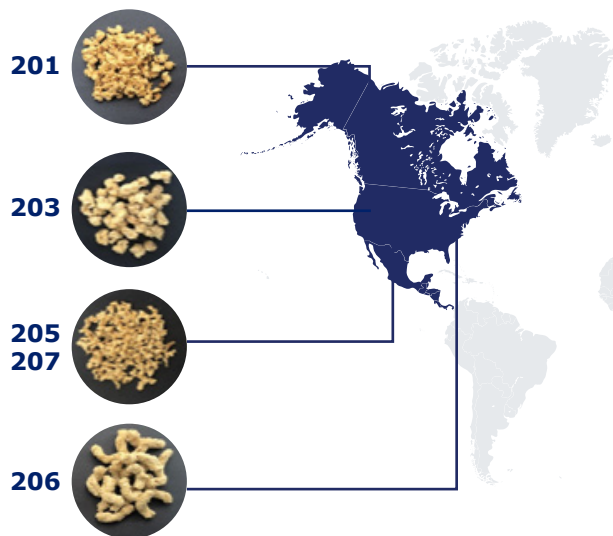


The Many Benefits of ADM's Textured Wheat Protein

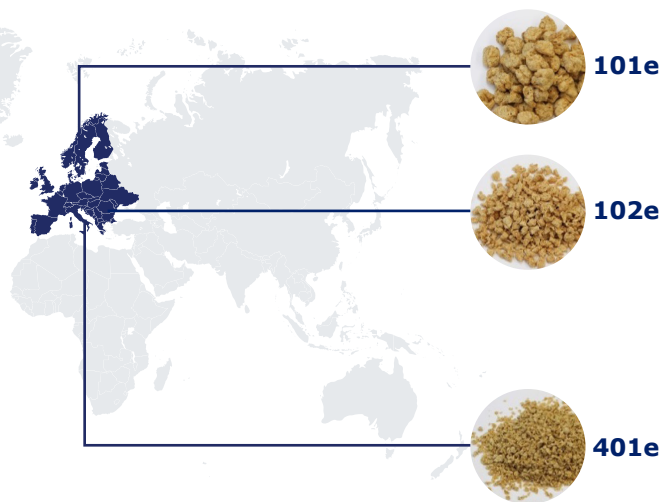
- Clean Taste
- Light Color
- Diverse Functionality
- Non-GMO
- Halal, Kosher
- 65% protein content, 2.7% fiber, 1.3% fat

ADM's textured wheat protein, when hydrated, delivers a fibrous texture with outstanding moisture retention and excellent mouthfeel, making it perfect for meat and plant-based applications.

North American Sourced Options



European Sourced Options



Product Name	Description
Textured Wheat Protein 201	Flake
Textured Wheat Protein 203	Large Piece
Textured Wheat Protein 205	Shred
Textured Wheat Protein 206	X-Large Piece
Textured Wheat Protein 207	Shred
Textured Wheat Protein 208	Fine (granular)

Product Name	Description
Textured Wheat Protein 101e	Chunks (1-3cm), 2 years Shelf Life, 7kg (50 bags 350kg/pal/1.85m)
Textured Wheat Protein 102e	Large chunks (1-2cm), 2 years Shelf Life, 10kg (60 bags 600kg/pal)
Textured Wheat Protein 401e	Small granules, flakes (0.5-1cm), 2 years Shelf Life, 6kg (60 bags 360kg/pal)



CONCEPT 1:

Cumberland-Style Sausage

Challenge: Solution that will attract flexitarian consumers by not sacrificing taste or texture.

Get ready to embark on a culinary adventure like no other with our new plant-based rendition of the all-time favorite Cumberland-style sausage. Brace yourself for an explosion of mouthwatering flavors and succulent textures that will make you question if it really isn't the real thing.

Our Cumberland-style sausage delivers the same irresistible savoriness you expect from a traditional sausage but with a twist—it's made from textured wheat, together with other plant-based proteins. With every bite of this sausage-like marvel, you'll discover a world of possibilities for elevating your meals to extraordinary heights. Whether you're grilling, frying, or adding it to your signature recipes, our Cumberland-style sausage will ensure you reign supreme in the competitive plant-based marketplace.

Concept Highlights

- + Non-GMO
- + Available options in EMEA & NA
- + Vegan*
- + Great taste and texture
- + Flavors from natural sources

ADM Featured Ingredients

- + Textured Wheat 101e
- + AccelFlex™ Functional Soy Protein System
- + ADM Flavors for Plant-Based Alternatives "Sausages"

*To label a product as "vegan" or "vegetarian", the national legislation of the country must be observed. ADM products which are suitable for "vegan" and "vegetarian" comply with the respective ADM documents, which are aligned with the European Vegetarian Union (EVU) definitions on "vegan" and "vegetarian".

Product characteristics and claims are made subject to US and EU applicable food & regulatory laws.



CONCEPT 2:

Thai-Style Curry Meal

Challenge: The opportunity to explore and travel through taste.

For consumers, food serves as both a momentary escape and an opportunity to immerse themselves in diverse cultures. Their expectations have evolved to seek an authentic taste experience, craving bold spices, thrilling flavor combinations, and innovative culinary creations. With our Thai-style Curry Meal, we embark on a sensory expedition to Asia, tantalizing the taste buds with an unforgettable journey.

This delicious ready-meal solution is a result of ADM's vast culinary network of chefs who continuously strive to create globally-inspired creations. These culinary experts work together to seamlessly blend our essential ingredients with plant-based proteins to craft nourishing and on-trend recipes.

Concept Highlights

- + Non-GMO
- + Available options in EMEA & NA
- + Vegan*
- + Clean taste and texture
- + Flavors from natural sources
- + Ready-to-use/Eat

ADM Featured Ingredients

- + Textured Wheat 101e
- + Soja Protein T Crunch
- + Creamy Vegan Culinary Base
- + Vegan Broth Chicken-flavored
- + ADM Flavors for Plant-Based Alternatives "Lemongrass" and "Coconut"

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Why ADM?

ADM combines a world-class portfolio of clean-tasting, textured protein ingredients with high-level technical ingenuity. We bring over 75 years of experience in alternative protein and flavor design to the table — and our extensive culinary and R&D expertise gives you an edge in developing consumer-preferred, plant-based food and beverages.

OUR ADVANTAGE

Our high processing standards and partnerships with growers ensure a safe, sustainable**, quality solution from farm to finished product. Count on us to meet any formulation challenge, from helping create new products to delivering crave-worthy finished solutions. ADM is the experienced partner at your side.

* Includes global Flexitarians, Vegetarians, Vegans
¹ ADM OutsideVoiceSM Global Trends Research, May 2023
² Grandview Protein Ingredient Market Report, 2023
** Sustainably-sourced options available.



Ready to get started?
Contact us today at
adm.com/wheatprotein



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