



PREVENTION OVER CURE APPROACH TO OVERALL HEALTH & WELLBEING

Tirlán

Tirlán is an ingredient solutions partner to some of the world's leading companies and brands. At the forefront of ingredient technology, we offer a range of solutions to match the ever-changing demands of the food and nutrition industry and its consumers.

With quality dairy and grains sourced from 5,000 Irish family farms, combined with advanced market research and insights, our unique platform offers fully traceable and sustainably produced natural solutions to help our customers stay ahead of the curve.

www.tirlaningredients.com



Prevention over cure approach to well-being

Consumers have grown more risk averse in the past few years which has impacted their confidence from a health perspective. Previously perceived themselves in good health, now they are starting to question their overall health and evaluate their lifestyle and eating habits. This mindset change has led to consumers being more proactive about their health and are starting to adopt a prevention over cure approach to their lives and well-being.

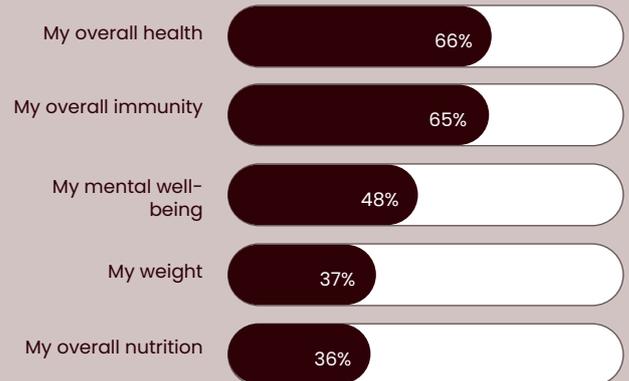
This proactive approach to health and well-being is starting to shape and effect purchasing behaviour across food, drink and supplement categories.

Consumers are seeking products that can help in the prevention of certain health concerns even if they are not suffering from symptoms.

The appeal for health claims on pack has grown rapidly over the past number of years. Multi-functional claims in convenience formats appeals to the everyday consumer now. Consumers are seeking health claims on pack where traditionally would have sought certain health benefits from medicines. This purchasing behaviour has blurred the boundaries from traditional foods and medicine.

Over the past two years consumers globally have re-evaluated their health in a way that they have never done so before. Covid-19 has shone a spotlight on people's health with initial concerns centred around complications arising from catching the Covid-19 virus. However, as time progressed it has made consumers re-evaluate their lifestyles and their overall approach to health and wellness.

People are actively looking to research and educate themselves about different health issues and as a means to help the prevention of certain diseases/conditions. Consumers have started to realise that diet and lifestyle habits can increase the risk of long-term health problems over time. As a result, they are now looking to adopt a long-term wellness approach to their lives thus wanting to stay fit and active for later years. As a result, consumers are looking to address both physical and cognitive approaches to health and wellness.



Global consumers are becoming more conscious about their physical and cognitive health (Source: FCMG Gurus)

MAXIMISE NUTRITIONAL INTAKE FROM EVERYDAY FOOD AND DRINK

- Heart Health
- Immune Health
- Cognitive Health
- Digestive Health
- Joint & Bone Health

MAXIMISE NUTRITIONAL INTAKE FROM EVERYDAY FOOD AND DRINK



Whether its everyday food and drink produce or fortified foods, consumers are looking to maximise their intake of active ingredients to help improve their overall health. Consumers are seeking products that are natural and minimally processed. Clean label is growing as consumers are becoming increasingly aware of what foods they are consuming into their bodies. 44% of global consumers are making a greater attempt to seek out functional and fortified food and drink. - FMCG Guru 2021

Consumers are seeking health benefits and active ingredients from functional food and drink rather than supplementation which was previously the norm.

They are seeking products they believe will have a positive impact on their health and which are easily accessible in the marketplace. As consumers adopt a long-term approach to their well-being, maximizing nutritional intake from everyday and functional food and drink will become the norm.

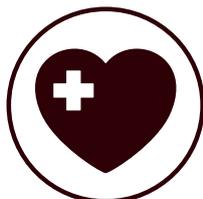
The evolution of snacking

With a greater interest in ingredients and health claims, snacking habits have also evolved over time. Consumers are seeking to switch from traditional snacks such as confectionery and chocolate to fortified high protein/low sugar alternatives. The desire for protein has become more mainstream where previously would have been associated with athletes and body builders.

Consumers have switched their snacking habits for the following reasons:



Help lose weight



Improve heart health



Boost immunity



General health & wellness



Improve digestive health

The role protein plays

Protein plays a key role in our bodies' growth, repair and performance. It is a well-established fact that nutrition plays a key role in supporting health and well-being at all life stages. Suitable nutrition during infancy is essential for growth and development while as people age or become ill, concerns range from robustness at one end to frailty and care dependency at the other end. The extent to which people can enjoy life is heavily dependent on health and their ability to prevent or recover from frailty.

Protein requirements among consumers differs depending on nutritional status, physical activity level, disease status and tolerance. There are three key considerations to be made in relation to protein intake: quantity, quality and timing.

QUANTITY

The traditional recommendation for protein intake is 0.8g/kg for adults of all ages.¹

QUALITY

To optimise muscle protein synthesis, protein quality is an important consideration. Our Solmiko range are high quality proteins with a PDCAAS of 100.

TIME

It is recommended to consume 20–30g of protein at each meal depending on ones age. Protein intakes should be spread across the day to ensure the constant supply needed for optimal muscle protein synthesis.²

ONS DRINK 250ML - 400ML



FRESH WHOLE MILK
750ML



FRESH MILK
FORTIFIED
WITH MILK
PROTEIN
500 ML

EGGS 3.5



CHEDDAR
CHEESE 100G



GREEK
YOGHURT
450ML

1/2 CHICKEN BREAST



SALMON
FILLET 1

KIDNEY BEANS
300G



PEANUTS
100G



RED SPLIT LENTILS
300G

The amounts of some common foods a person would need to consume to provide an average 25g portion of protein.

A 29g portion of SolmikoHD MPC and a 30g portion of SolmikoHD MPI will provide 25g of protein.



1. Phillips, S.M., 2016. 'The impact of protein quality on the promotion of resistance exercise induced changes in muscle mass.' Nutrition & metabolism, 13(1), p.64
2. Rutherford, S.M., A.C.Fanning, B.J.Miller, and P.J.Moughan. 2015. Protein digestibility corrected amino acid scores and digestible indispensable amino acid scores differentially describe protein quality in growing male rats. J. Nutr. 145:372–379
3. Delley M & Brunner T (2019) 'Breakfast eating patterns and drivers of a healthy breakfast composition' Appetite 137; 90–98

Summary

Over the last number of years, the landscape around health and wellness has changed and evolved. Consumers are now adopting a long-term approach to their health as they want to 'stay stronger for longer'. A proactive approach to their well-being is being taken by evaluating areas within their diet and lifestyle where they can gain improvements. Consumers are looking at everyday foods and fortified foods to help them stay ahead of the curve where traditionally they would have looked at medicine. Functional foods are becoming the norm as consumers are seeking products that can help boost their overall health. The desire for protein has become more mainstream and the role it plays for all life stages is becoming increasingly apparent. This lifestyle change is resulting in consumers adopting a prevention-over-cure approach to well-being and are pro-actively looking to help prevent physical and cognitive health problems, even if they are not experiencing any symptoms.

The complete range

Tirlán offer advanced milk proteins ranging from MPC to MPI. Our portfolio is outlined below.



Protein	85% min	85% min	80% min	80% min
Fat	2% max	2% max	2% max	2% max
Lactose	0.5%	2%	6%	6%
Bulk density	0.38	0.38	0.40	0.31

Benefits of Solmiko

- High in Protein
- From grass fed cows
- Low Fat
- High quality Protein
- Low in Sugar
- Superior heat stability
- Higher bulk density
- Enhanced solubility
- Vegetarian, halal and kosher

Solmiko is suitable for a variety of applications



RTM powdered nutritional products



RTD beverages including meal replacement



Medical & clinical nutrition applications



Child nutrition, such as follow-on formula and growing up milk



Meal replacement



Protein fortified foods

OUR UNIQUE DAIRY SYSTEM



Grass fed cows

Outdoor grazing on nutritious grass for most of the year



Cleanest air in Europe

Urban outdoor air pollution index



Island location

On the edge of the Atlantic Ocean with plentiful rain



Product quality

Multiple checkpoints from farm to factory



Food authenticity

Produced honestly by safe family farms



Clean label

Non-GMO, hormone-free, Kosher & Halal



Cow & milk traceability

From grassland to customer



Trusted Partner

Supporting leading global brands

OUR R&D FUNCTION



The Innovation Hub

Our Innovation Hub houses world class facilities enabling us to bring our concepts to life.



Leading the way in process and technology

Functionalising and developing ingredients whilst always maintaining nutritional integrity.



Our external ecosystem

Our extensive network of external partners ensures we are agile.



Developed by our experts

Our team of experts passionately researching the worlds of dairy and plant.



Providing superior nutrition

At Tirlán the foundations of nutrition are built on dairy and plant. Our ethos: "Good for You, Good for the Planet".



Get in Touch

To find out more about how Tirlán can support you in developing your solutions, please contact us directly.

Email: info@tirlaningredients.com

www.tirlaningredients.com

 [LinkedIn.com/showcase/tirlan-ingredients](https://www.linkedin.com/showcase/tirlan-ingredients)

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