

Quality & Innovation: IQF Grains Meet Consumer Demands



Ebrofrost North America
PO Box 2636
Houston, Texas 77252

www.ebrofrostna.com
industrialsales@riviana.com

Ebrofrost North
America

High-Quality Frozen Food

Frozen Food Market Overview

With an improved consumption perception and as a result of ever-changing consumer lifestyles, frozen foods have risen in popularity in the past few years. Likewise, the influence of the COVID-19 pandemic accelerated growth and have had a dramatic impact across all frozen food categories during 2020 (AFFI, 2020).

Market trends and projections estimate that the North America Frozen Food Market will register a CAGR of 4.14% by 2026. Consumers are mostly driven by convenience, which is one of the most important factors to consider in this category. In addition to convenience, consumers prefer products that can be prepared easily, are less time-consuming and are ready to eat with very little hassle involved. “Free from” labels which contain information regarding certain allergens, are also pivotal to gain market share.

Consumer Demands

With an improved consumption due to busy consumer lifestyles, new food trends and eating habits are emerging. As a result of this, the traditional concept of frozen food is experiencing a shift: from lower market rates to market growth for quality and interesting alternatives that are rich with nutrients.

In an industry that is largely driven by innovation, there are now more solutions that meet expectations for frozen goods, including easy to cook or ready-to-eat options. These products also work under best food processing practices and manufacturing techniques, like IQF, without compromising quality or taste. Nutrition-based habits have also pushed

interest in whole grain and multigrain products, which are fueled by innovation and production improvements. These habits are also increasing the demand for products free of artificial ingredients, additives or preservatives.



The North America Frozen Food Market will register a CAGR of 4.14% by 2026.

Food Trends

With an increasing awareness of food habits, labels containing information regarding food allergens, or “free from” labels, are more in demand. These labels have to do with foods that are suitable for consumers with special health or lifestyle requirements or allergies. In the frozen foods category, consumers are seeking verification that their food contains all natural “real ingredients” that have been made or grown in the USA and are free of genetic modification with nothing

artificial (AFFI 2019).

Aside from convenience and the need for more ready-made products, other food trends are proliferating and have an impact on the frozen foods industry in North America. Some of these trends include focusing on more veggie-forward and plant-based products, concerns about food waste for environmental reasons or the consumption of whole grains and ancient grains.



Source: AFFI 2019

Eating Plant-based

Among others, Health and environmental concerns are important factors for consumers opting for plant-based products. With more people prioritizing this way of eating, this has also led to a surge in options regarding available food, even outpacing growth on some occasions. Frozen meals and entrees that are positioned as plant-based have grown 27% more than those that are not positioned as plant-based options (SPINS, 2021).

Foods like grains are an excellent option for avoiding any artificial ingredients or processed foods, while at the same time offering products that meet consumer standards.



Frozen meals and entrees that are positioned as plant-based have grown 27% more than those that are not positioned as plant-based options.

Eating Plant-based

The lentil plant (*Lens Culinaris*) originates from Asia and North Africa and is one of our oldest sources of food.



Red Lentil — ideal for curry, dals, stuffing and as a side dish.



Brown Lentil — great as a salad topper or blended into soups. Mild and earthy flavor.



Black Lentil — delicate taste and fantastic for absorbing other flavors. Black lentils retain shape and have an al dente texture when cooked.



Green Lentil — great side dish and ideal with salads. Rich in antioxidants, iron and magnesium. Peppery taste.



Source: Statista

Food Waste

An additional factor that has boosted perception and consumption of frozen foods is an increase in awareness and efforts to reduce food waste. According to a survey by Statista, in comparison to other food options, frozen food is one of the least likely to be thrown away from spoiling too soon.

Whole Grains

As shown in the International Food Information Council (IFIC) 2021 Food and Health Survey, there are more Americans

seeking to include additional whole grains into their diets. Most responders aligned with this statement based on sustainability awareness and the ingredients included or excluded on food labels.

With a global supply chain, Ebrofrost North America offers the latest trending products with a diverse selection of whole grains and ancient grains. Ebrofrost North America guarantees all their conventional and organic ingredients with a wide range of certifications. These whole grains are cooked and frozen without the addition of preservatives, synthetic colors or other additives.



Gluten Free Whole Oats: All the great benefits from Whole Oats in a Gluten Free Certified format.



Barley: Whole grain barley is high in fiber and protein. This versatile grain has a chewy consistency and a slightly nutty flavor.



Buckwheat: This gluten free ancient grain is a good source of fiber.



Bulgur: This grain is made from dried, cracked wheat, with a similar consistency to couscous.



Farro: An ancient whole grain that is rich in protein and fiber.



Freekeh: This small grain is made from green durum wheat that is roasted and rubbed to create its flavor.



Quinoa: Small round grains that are a pale brown color with a mild taste and firm, slightly chewy texture. Available in white, red and black.



Sorghum: This is a nutrient-packed grain that you can use in many ways. It's an excellent source of fiber, antioxidants, and protein.



Spelt: Spelt is an ancient grain that is a good source of dietary fiber, protein, vitamins and minerals.



Brown Rice: This classic whole grain is available in medium and long grain varieties.



Wild Rice: Providing excellent contrast in texture and appearance, it has a subtle nutty taste and chewy texture.

IQF Grains

Market research shows that the consumption of frozen foods is leaning towards meeting high quality standards. IQF (Individual Quick Frozen) Technology is especially relevant. This technology is growing in popularity as it allows the food industry to meet demands based on current lifestyle changes.

With reliable methods and the application of good manufacturing practices (GMPs), foods can be cooked and then frozen to offer superior products. IQF rice and other grains like chickpeas and lentils are available in a wide range of colors, with diverse flavors and textures.

In 2017, Ebrofrost North America set a new standard for automation and care when it comes to processing our high-quality materials in the United States, revolutionizing the way IQF rice and grains are prepared. Our state-of-the-art, highly automated and high-care facilities minimize human contact with food. We

use high-capacity cooking and freezing technologies to deliver products with better bite and texture. The dedicated cold storage warehouse and fully automated storage and retrieval system ensures that even greater quality control over products is provided. Additionally, maintaining in-house stock not only improves the overall grain quality, but also provides less than truckload shipping and mixed-load capabilities. These facilities located in Memphis, Tennessee, along with our supply-chain, ensure a 7-day order lead time for frozen products with superior taste, better bite and smoother texture.

The applications for IQF grains are endless, satisfying consumer demands for convenience. Furthermore, the products are also NON-GMO Project Verified, SQF Certified, Kosher and Halal. All products are cooked and frozen without the addition of preservatives, synthetic colors or additives.



About Ebrofrost North America

Ebrofrost North America is a subsidiary of Riviana Foods Inc and a proud member of the Ebro Foods Group, the largest rice manufacturer in the world. Drawing on a rich history of innovation, the company has spent years perfecting the science of cooking and freezing conventional and organic goods in a single continuous process. The result is our high-quality and delicious IQF rice and grain products. A fully-automated cold store provides customers the flexibility of mixed-loads and industry-leading fast response to orders.

There are numerous reasons why consumers continue to purchase and enjoy IQF products from Ebrofrost North America:

- ✓ A dedicated cold-store facility holds safety stock of any product in the portfolio, allowing to secure supplies and keep lead times low.
- ✓ Flexible ordering options that accommodate full pallets, single truckloads, and even mixed loads.
- ✓ On-site demonstration kitchen and training centers that help qualify products quickly.
- ✓ Internationally-recognized quality and food safety programs that give customers peace of mind.

References:

1. Balderrama, A., 2021. The State of Plant-Based Products and 3 Tips to Stay Ahead of the Evolving Plant-Based Market. SPINS. <https://www.spins.com/resources-state-of-plant-based-products/>
2. Buss, D., 2019. Frozen Foods Stage a Comeback. Ift.org. <https://www.ift.org/news-and-publications/food-technology-magazine/issues/2019/february/features/frozen-foods-making-a-comeback>
3. FF White Paper, 2019. North American Frozen Food Market. (Volume 2). <https://www.frozenfoodeurope.com/white-paper/whitepaper-north-american-frozen-food-market-shows-a-lot-of-potential/>
4. foodinsight.org. 2021. 2021 Food & Health Survey. <https://foodinsight.org/2021-food-health-survey/>
5. Mordorintelligence.com. 2021. North America Frozen Food Market. <https://www.mordorintelligence.com/industry-reports/north-america-frozen-food-market>
6. Plotean, S., n.d. Design and Technical Features Increasing Food Safety of an IQF Freezer. Journal of Hygienic Engineering and Design. https://octofrost.com/media/full_paper_-_svetlana_plotean_-_design_and_technical_features_increasing_food_safety_of_an_iqf_freezer.pdf
7. Statista. Most commonly wasted food U.S. by type 2017. <https://www.statista.com/statistics/696123/americans-most-commonly-wasted-food-types-united-states/>

Quality & Innovation: IQF Grains Meet Consumer Demands



Ebrofrost North America
PO Box 2636
Houston, Texas 77252

www.ebrofrostna.com
industrialsales@riviana.com

Ebrofrost North
America