

Why is today's need for senior nutrition so significant? Adults aged 55+ are the fastest growing segment of the U.S. population¹—and

healthy aging and vitality are on their minds.

Brands can benefit from this

OPPORTUNITY

growth by developing targeted senior nutrition products to help this generation maintain their health and feel their best as they age.2

alert, active and well. Akovita blends are tailor-made with active ingredients derived from a wide range of nutritional oils.

high-value products to help seniors stay

AAK's line of Akovita® lipids can help create



of adults are drinking



nutrition drinks at home more often²



drinks to improve their overall health2

of adults drink nutrition



Demand to grow¹

Number of benefits consumed through beverages is higher¹ The majority of adults say they are interested in *food and drink*

beverages to get multiple types of benefits.1

products that have added functional benefits and are drinking

health problems to contend with-they

OPPORTUNITY

remain the lowest users of nutrition drinks,2 creating the perfect opportunity for brands to expand their customer base.

Though older adults are the fastest growing

population—with a variety of emerging

diet can support their wellbeing in specific ways—is important.2

Emphasizing functional

ingredients specific to healthy

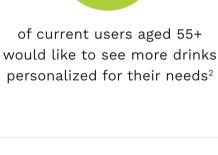
aging—and reminding seniors that

adding these ingredients to their









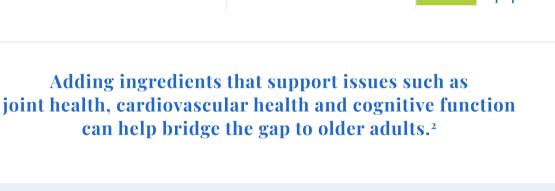
ANTI-AGING COGNITIVE

ANTI-INFLAMMATORY

DIGESTIVE AID

74%

claims at least weekly:1



Fats and oils are crucial to meeting the

MEMORY AND COGNITIVE

PERFORMANCE

AAK's Akovita line encompasses a wide range of active ingredient solutions that can be tailored to target a wide range of functionalities, including:



Fatty acid

composition

Offering good

fats and

omega-3s

HEART HEALTH

THEY OFFER: **Satiety Better taste** Helping reduce Carrying flavor hunger by eliciting and enhancing satiety signals mouthfeel

to help keep bad

cholesterol at bay

Specific

benefit claims

Targeting the

concerns specific to healthy aging

DIGESTIVE HEALTH



THESE INGREDIENTS SUPPORT:

to help keep

metabolism strong

to help keep

memory sharp

A legacy of expertise AAK brings 150+ years of experience in producing natural oils and fats and carefully blended solutions to the strictest contaminate standards.

IN NUTRITIONAL AND FUNCTIONAL BEVERAGES,

Our co-development capabilities ensure that together with you, we create customized products using a tailor-made approach with the right functionalities to keep seniors healthy and active.



¹ Mintel, Functional Drinks - US, 2021 ² Mintel, Nutrition Drinks - US, 2021

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IN NUTRITION BARS, FATS AND OILS: Provide a concentrated source of energy

 Contribute fatty acids Offer satiety benefits

FATS AND OILS:

 Contribute fatty acids · Offer satiety benefits

Our wide range of solutions can all be tailored to precisely fit your product and production. Applications range from enriched instant powders, energy bars, and spreads to clinically proven functional drinks.

Help create better taste and mouthfeel

Let's get together to empower your senior nutrition products.

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