

# Oatmeal Coffee Additive Executive Summary

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Coffee is one of the highest consumed beverages in North America. 65% of Canadians (ages 18-79) in 2013 consumed at least one cup of coffee per day. Daily coffee consumption increases with age with 69-75 year olds consuming the highest daily volumes. Coffee is typically consumed at home along with breakfast or as part of the morning commute. The coffee industry's growth can be seen in terms of the expansion of the speciality coffee market, increased sales of single cup home brewers, and increases in flavours and beans.

The main source of flavour innovation for the industry has been in creamers, sweeteners, and whiteners. In 2015 65% of global coffee drinkers added creamers to their coffee to improve flavors, sweetness or creaminess. The majority of creamers are made with dairy ingredients, and it is estimated that non-dairy creamers (typically soy based) are added to 37 million cups of coffee annually. The increasing demands for allergen free products has created an opportunity for the development of non-dairy creamers and beverage additives.

Oats is the logical choice to development of a non-dairy creamer. Oats have functional/nutrition proteins, they have high levels of beta glucan, and they can be utilized fairly well in beverage applications. Compared to faba bean, canola, and an oat/faba bean protein blend, oat proteins were shown to be the most suitable choice to replace dairy and soy proteins within a coffee creamer. This research resulted in the development of a non-dairy oat protein-based coffee creamer.