

Snacking Made Healthy with Proteins



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What Makes Snacking Popular?

- Pleasure eating, what we now know as *binge eating*
- Small, frequent meals throughout the day
- Convenient to snack than whip up an entire meal
- A common reason of snacking is for relieving stress
- New categories e.g. Netflix

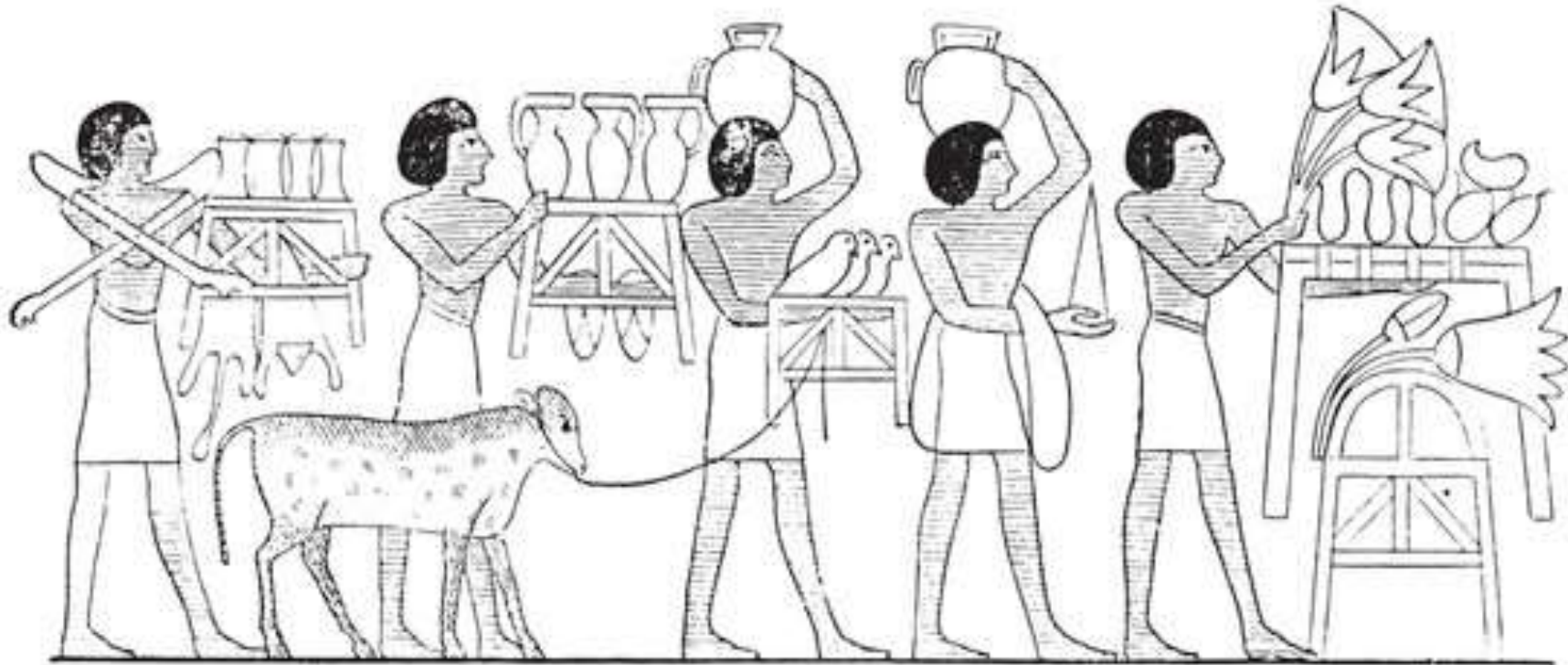


25% people
said that eating snacks
stopped them from having
a **public meltdown!**



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A Look at History



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Ten of the Oldest Snacks

- Popcorn
- Pretzels
- Triscuits
- Oreo Cookies
- Cracker Jack
- Lay's Potato Chips
- Fritos
- Twinkies
- Jell-O
- Marshmallows



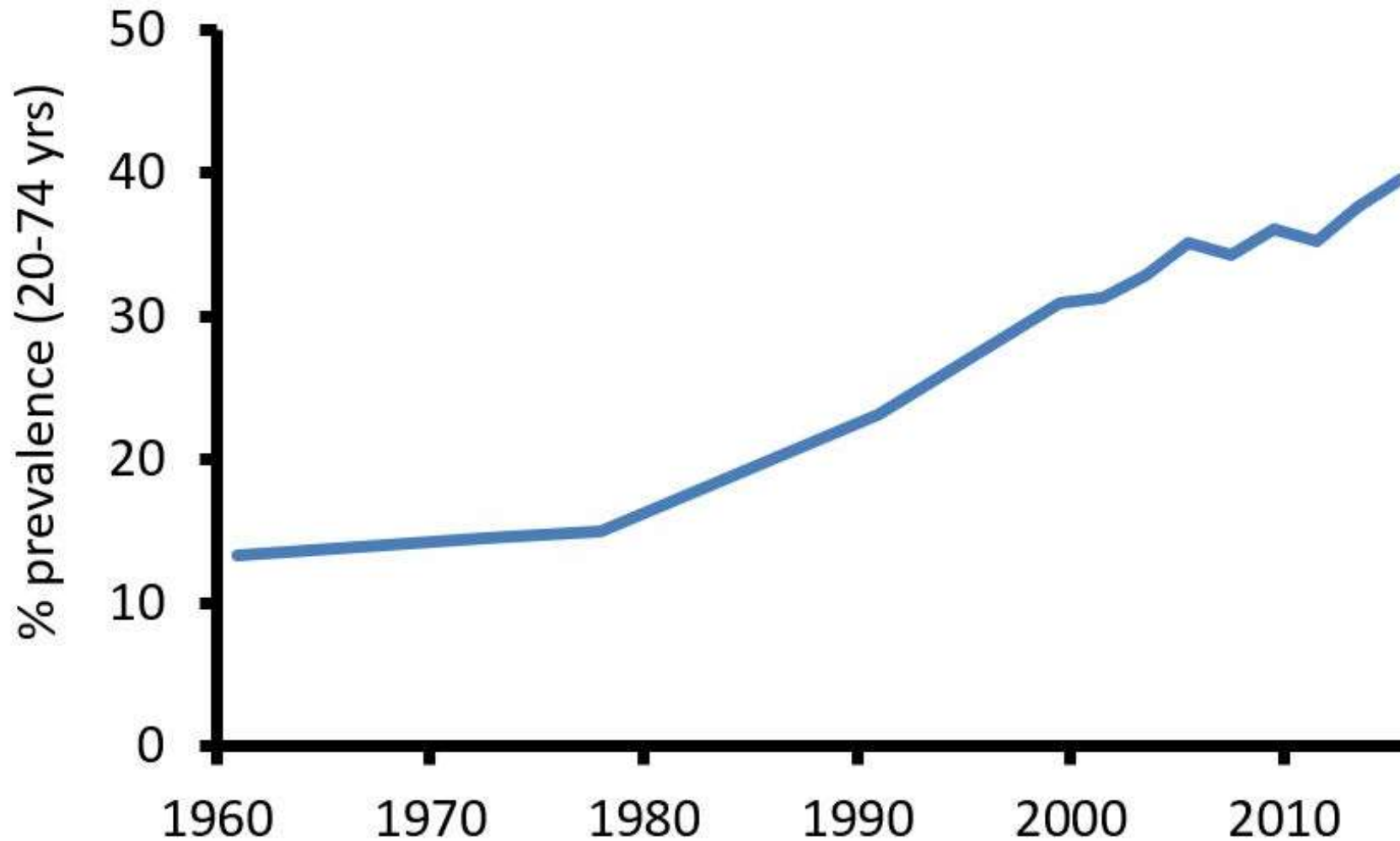
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The Unintended Consequence



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Obesity Prevalence in US Adults



Source: NHANES Data (cdc.gov)

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In India, Nutritionists are worried...

Key issues that they face:

- Everyone wants a variety of tasty foods
- Balancing the protein intake
- Eating healthy carbohydrates
- 4 PM onwards
- Sedentary lifestyle



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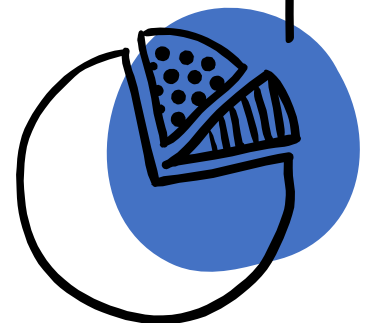
Common Health Issues

Health Status

- Obesity (>135 million)
- Diabetes (77 million)
- Cardio-vascular disease (54.5million)
- Protein Deficiency (73%)

Causes

- Low protein consumption
- Carbs quality
- Fat quality
- Less physical activity



Issues in India

Risk of CAD in Indians is:

- 6 times higher than Chinese
- 20 times higher than Japanese



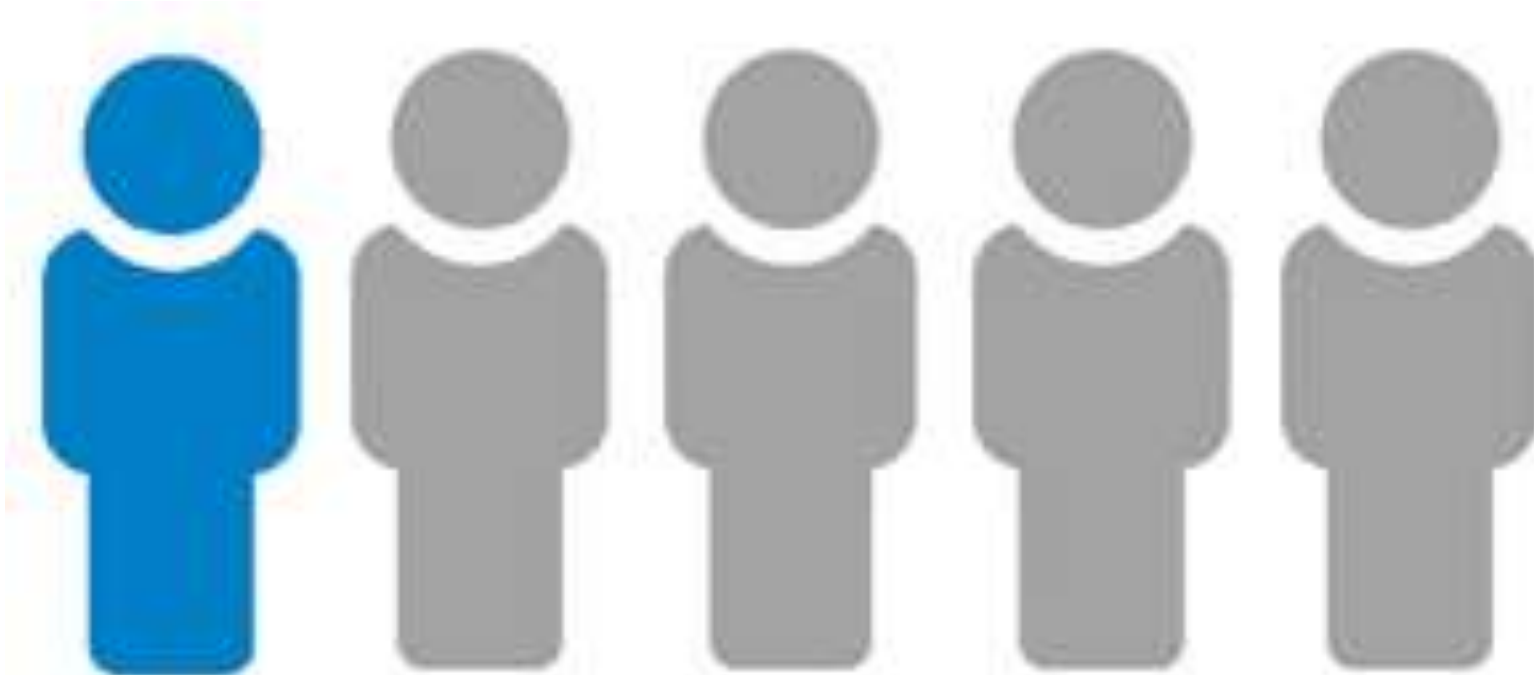
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21%

of Indians are
overweight

7%

of Indians are
obese



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Current Trends

- Consumers have become more discerning
- India has a tremendous diversity in its consumers



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**Consumers now
interested in
various label
claims**



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Features that Consumers Look Out For



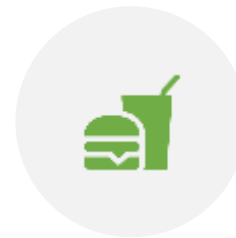
HIGH FIBER



HIGH
PROTEIN



LOW SUGAR



LOW FAT



VEGAN

One Size Doesn't Fit All



Elder people

- Low sodium
- Conventional snacks
- Traditional flavors



Young people

- High protein
- On the go snacks
- Global flavors

One Size Doesn't Fit All



Mothers

- Tasty
- Healthy
- Non-spicy flavors for kids



Children

- Tasty

New Opportunities

- Small businesses are creating their niche in the market dominated by large players





Global Trends

72% of consumers have become experimental with their choice

61% of consumers want to improve their health & thus, look for healthier snacks

51% of consumers switched from traditional snacks, e.g. confectionery, to high-protein/low-sugar snacks

Indian Trends



- 91% of Indians want to explore healthier alternatives while looking to 'snack up'
- 60% of Indians snack more than twice a day
- 15% are "super snackers" who snack more than 4 times a day



Why a Plant Based Diet?

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A wide-angle photograph of a lush green hillside under a hazy, golden sky. In the foreground and middle ground, a flock of sheep is scattered across the grassy slope, some grazing and others resting. The background shows rolling hills and distant trees, creating a sense of depth and tranquility.

Compassion towards fellow creatures

70 B farm animals reared annually for a population of 7 B

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Prevents Lifestyle Disorders

Risk of heart disease reduced by 40%



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A step towards sustainable environment

Livestock sector linked to 75% deforestation in the Amazon Rainforest

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Benefits of Protein

- Protein rich diet is absorbed and digested slowly, preventing an immediate rise in blood sugar level, thus helping to control diabetes
- Protein helps in keeping you satiated for a longer period of time, helping prevent obesity
- Facilitates post exercise muscle recovery



The Plant Protein Space

INVESTMENT

being pumped in
the protein sector



RESEARCH

A lot of effort being
put **globally**



PARITY

between **Price** and
Taste



INGREDIENTS

Growing popularity of
unconventional
ingredients & materials



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“

Alternative proteins today are perhaps in the same place where the Internet was in 1995

”



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India's Favorite Snacks

Amazing Variety!

- Biscuits
- Vada Pav
- Samosa
- Kachori
- Bhujia
- Instant noodles
- Murukku
- Mathri

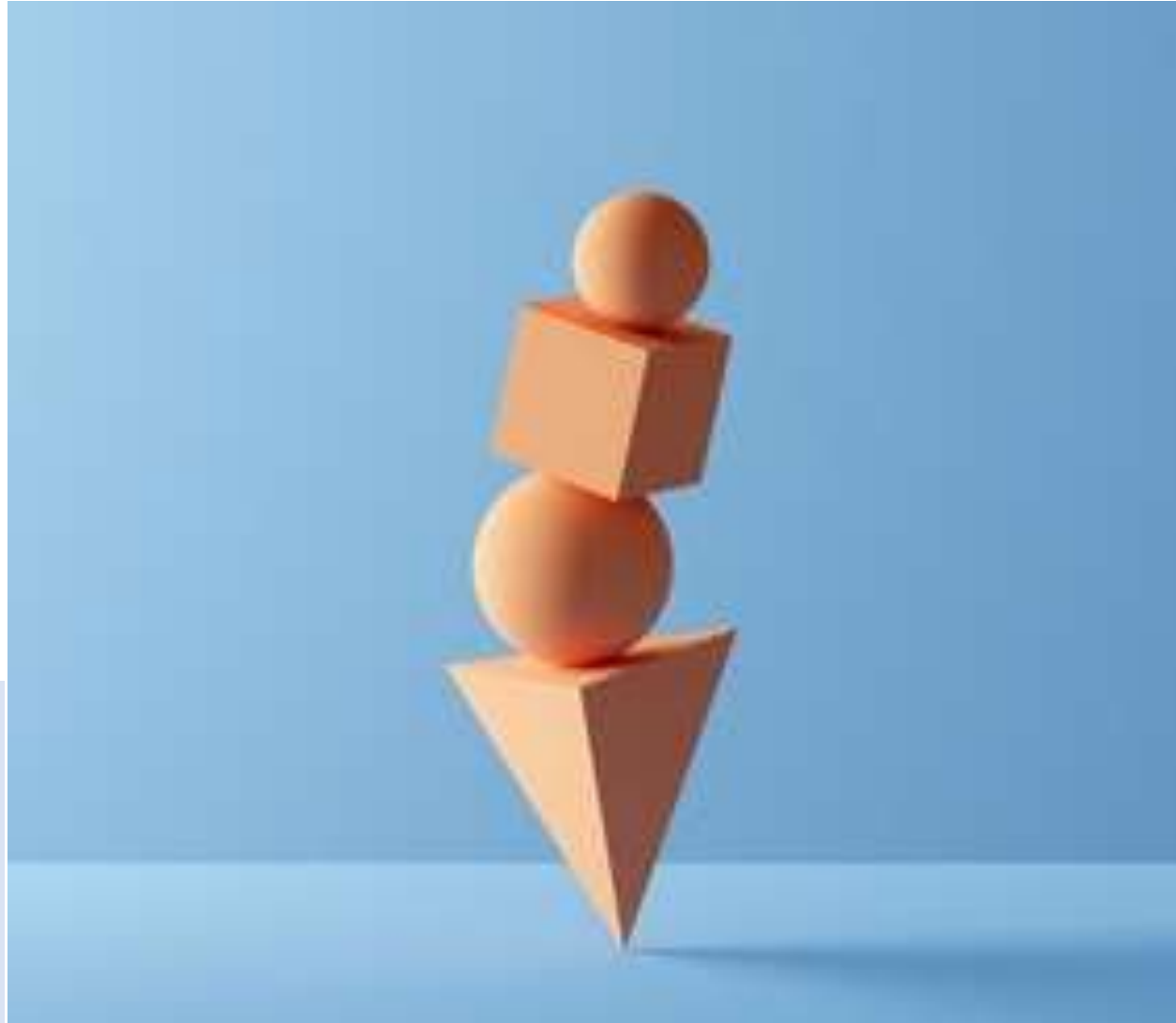


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Creating a High Protein Snack

**Perfect balance of
health, taste,
price and convenience**



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Health

Ideal Macronutrient Ratio	
Carbohydrates	50-60%
Protein	15-25%
Fat	20-30%



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Health



Food is Fuel

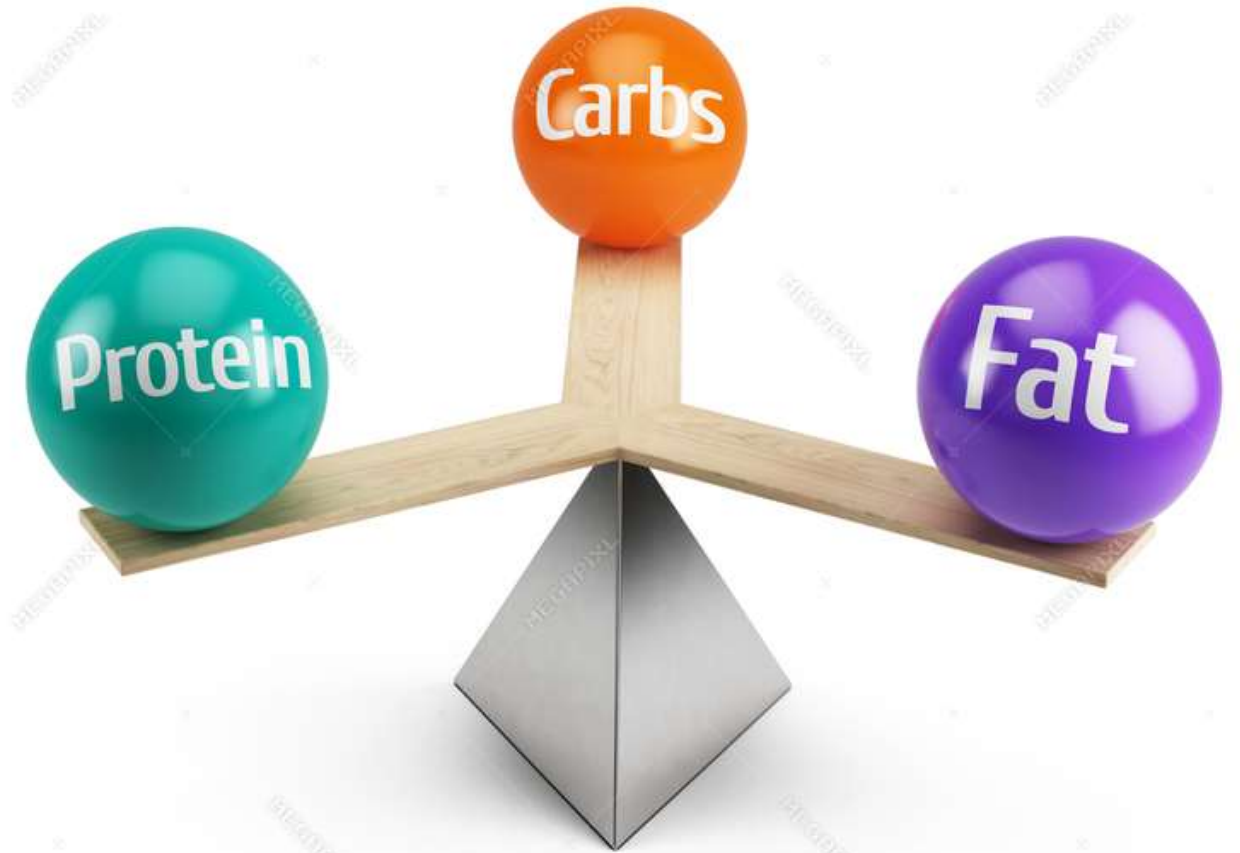
- **Nutrient poor, sugary snacks**
Quick jolt of energy

- **High Protein snacks**
Slow burning fuel

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Health

- Minimizing sugar
- Improving the quality of carbs
- Ensuring optimal quality of oil
- Increasing protein (variety available)
- Have higher fiber
- Satiety



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Taste



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Price



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Convenience

- Packaging



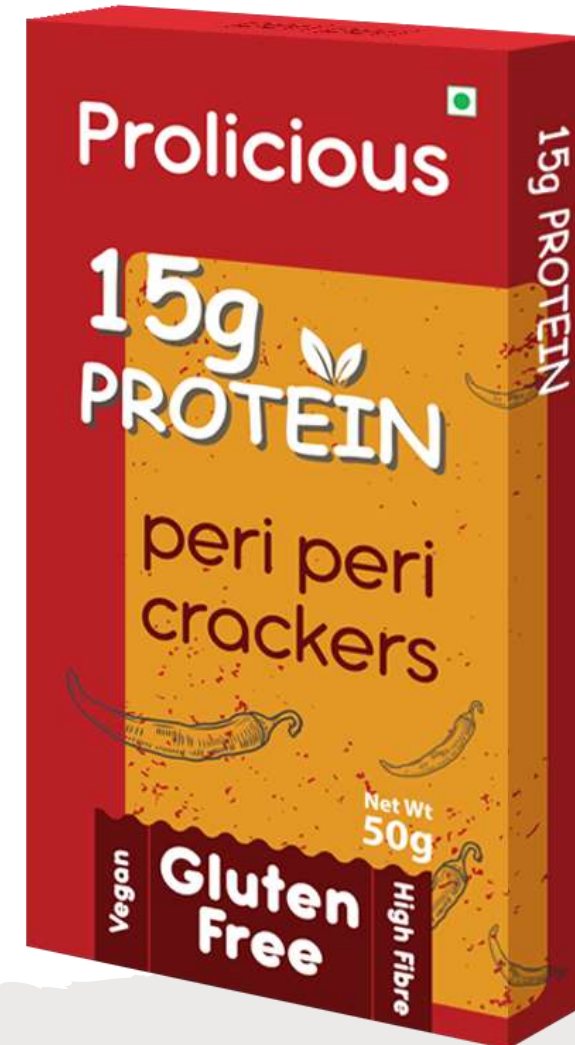
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We created and launched...

20% Protein Khakhra



30% Protein Crackers



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For a Healthy Tomorrow

Our aim is to make products that are healthy, tasty and sustainable.



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“Everyone I know is looking
for solace, hope and
a tasty snack.”

Maira Kalman

Thank you for your attention!

For ideas, comments and feedback,
please reach out at



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www.prolicious.com



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