

Tapping Into the GLP-1 Consumer Mindset

Your playbook for creating products that deliver on how consumers want to eat today

It's no secret that consumers are becoming more focused on the ingredients in the foods they eat. Across all categories, today's choices are often partially driven by consumers seeking out the specific health and wellness benefits they want – satiety, gut health, muscle maintenance, weight management, heart protection; the list goes on. With the increased usage of anti-obesity

medications, or GLP-1s, for weight loss, this desire to eat for personal health goals is growing. For CPG brands, this presents both challenges and opportunities – reformulating or innovating with ingredients that check consumer-preferred boxes and succeeding without impacting operations, efficiency and budgets. Ardent Mills is here to help from start to finish.

In our GLP-1 Consumer Mindset Playbook, we're:

- ✓ **Diving deep into the mindset of today's GLP-1 consumer** – both those taking the medication and those who are adapting their lifestyle to reap similar benefits
- ✓ With research leading the way, **exploring the health benefits consumers are seeking**, and **mapping them to the ingredients** that can help you create products that deliver on shelf
- ✓ **Detailing how Ardent Mills can be your partner for developing GLP-1-friendly foods**, from ensuring ingredient availability and supply chain stability to nutritional highlights that drive engagement



Understanding the GLP-1 Mindset – The Whats and Whys Behind GLP-1 Eating



Growth in Numbers

GLP-1 adoption increased again in April of this year, putting it at 7.2 percent of the US population, or nearly 19 million adults.¹ And the number of adults who said they would “never” take a GLP-1 medication for weight loss has decreased from 54 to 46.8 percent.² ***What’s even more significant is that of the 7.2 percent, 86 percent are making all or almost all the household decisions when it comes to food purchases.***² This means that consumption of GLP-1-friendly foods can be a family affair, shaping the preferences of future consumers.

DIY Wellness – A “Yes, And” Approach

Many of the food characteristics GLP-1 users prioritize are similar to those of the overall population, and both groups often employ a do-it-yourself approach that includes multiple behaviors, often at the same time. This is known as “benefit stacking”, and today’s GLP-1 user is stacking 7.5 behaviors concurrently.³ ***This means products need to deliver on many fronts, not just on a single claim or benefit.***



Taste is Still Tops, But Other Benefits Matter

GLP-1 users are no different than other consumers when it comes to taste. ***Great taste*** still rules supreme,⁴ but other important eating priorities like a focus on ***nutrition, wellness, and health*** are pervasive too. What does this mean for CPG brands seeking to attract today’s modern consumer? Delivering on taste AND health is critical to success.

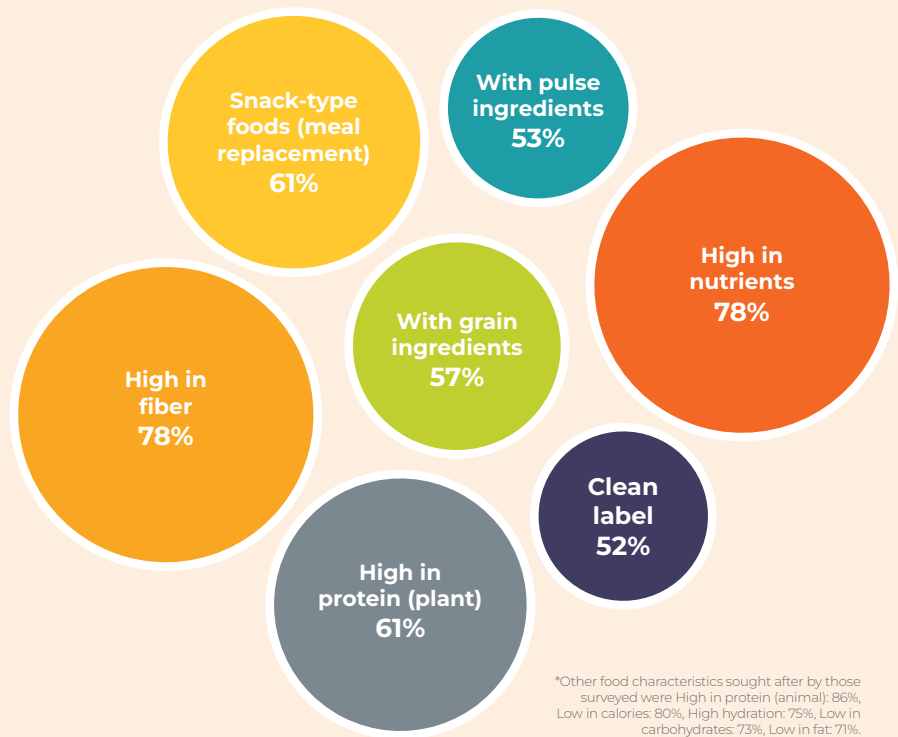
When we look at all these trends together, a specific consumer mindset emerges – a focus on great taste AND health, combined with a willingness to seek out and combine behaviors into a personalized routine for wellness. **CPG brands who embrace this mindset have the opportunity to formulate products with ingredients that can do double duty – deliver the sensory experiences consumers are craving while helping them meet the nutritional goals they’ve established for themselves.**



What GLP-1 Consumers Want – a Look at the Nutrition

Ardent Mills proprietary research discovered what consumers consider to be GLP-1 friendly characteristics. Consumers are focused on nutrient density, specifically foods they consider to be high fiber, high protein and high hydration foods.⁴ And while many foods in the animal protein, vegetable and fruit categories check these boxes, so do products created by CPG brands when whole grains and pulses are placed at the forefront. In fact, more than half of GLP-1 users prioritize grain and pulse ingredients, as well as foods considered to be high in plant protein,⁵ making grain and pulse innovations important for any GLP-1-friendly foods strategy.

Leading Consumer Preferences by Food Attribute



Consumers are also becoming savvier in understanding what specific benefits they receive from individual ingredients. **We've made it easy to map the specific benefits GLP-1 consumers are seeking with the grains and pulses that deliver them:**

Ardent Mills portfolio of nutrient-dense whole grain and pulse ingredients are well-suited to support GLP-1 friendly product formulation, with out sacrificing taste and quality



Supports Digestive Function[†]

- Whole Chickpeas & Chickpea flour
- Lentils
- Whole Wheat flour (including Ardent Mills UltraGrain 100% Whole Wheat)
- Sorghum
- Millet
- Teff
- Amaranth
- Sustagrain^{*}

Maintains Muscle Mass^{††}

- Whole Chickpeas

Supports Weight Management^{†††}

- Sustagrain^{*}

Supports Satiety^{†††}

- Sustagrain^{**}

[†] The fiber in the pulses and whole grain products listed above supports digestive function.

^{††} The protein in whole chickpeas maintains muscle mass.

^{†††} The fiber in Sustagrain supports weight management^{*} and satiety^{**}.

The push to either develop products that deliver on certain health benefits or innovate new GLP-1-friendly brands is real and it's growing. **In 2024, 74 new product SKUs launched with GLP-1-friendly claims compared to zero SKUs in market in 2023.** These new products tout on-pack claims like protein, fiber, whole grains, essential nutrients, taste and convenience, once again proving the point that the GLP-1 consumer is seeking out foods that can do more and taste great.⁶

Ardent Mills: Your Strategic Partner for GLP-1 Innovation Success

Reformulating beloved products or innovating new concepts isn't easy. Working with Ardent Mills can help ease some of the barriers to innovation like ingredient availability, speed to market, and consistent quality. **Our R&D teams are ready to help your brand integrate GLP-1-friendly ingredients into your formulations that meet sensory expectations and add desired health and wellness benefits.**

You can also count on Ardent Mills for:



Unmatched Network Strength

We're the largest flour miller in North America, strategically located to give you agility, consistency, and reliability at a scale you can't find anywhere else.



Domestic Sourcing Advantage

Nearly all our products listed as GLP-1 friendly are domestic,** allowing for more confidence in supply assurance, transparency, and speed.



Customer-Centered Innovation

We operate a network of North American Innovation Centers where we're continually developing solutions to help our customers reduce costs and deliver long-term value, while maintaining consumer-preferred sensory experiences.



Flour and Grain Expertise

Trust our decades of experience and deep category knowledge when it matters most.

While there are many shifts impacting how people eat today, there are few as important as the GLP-1 consumer and their priorities. For CPG brands willing to step out into the forefront of this new landscape, the opportunities are many. Whole grains and pulses are poised to deliver on what this consumer wants – the tastes they already know and love, brought to them through new ingredients that can power up protein, fiber, satiety, and other health benefits. If you're ready to explore GLP-1-friendly formulations, we're ready to help.

Contact us at (888) 680-0013 or info@ardentmills.com and let's move food forward, together.

^{1,3} Ardent Mills Proprietary Research; U.S. consumers 18+

² Ardent Mills Proprietary Research; U.S. Consumers 18+; consumer-self reported results based on their own respective knowledge and experiences with the topic; 1- refers to GLP-1 medications

⁴ Ardent Mills Proprietary Research; U.S. consumers 18+; Specifics of the behavior is self-defined by the consumer; 1- sum of Very Important and Somewhat Important

⁵ Ardent Mills Proprietary Research; U.S. consumers 18+; 1- refers to the medications; 2- among consumers currently on GLP-1s, list provided

⁶ Source: Company websites, Innova

* Sustagrain barley has three times the amount of beneficial beta-glucan soluble fiber found in oat. The beta-glucan from barley and oats has been shown to support weight management when part of a diet low in saturated fat and cholesterol[†]

[†] Based on 2024 review of cereal beta-glucan scientific literature, including a 2019 meta-analysis of twenty studies

** Soluble and insoluble fiber, when part of a diet low in saturated fat and cholesterol, are key for increased satiety

***Amaranth may be sourced internationally as needed