HEAT UP YOUR BUSINESS
WITH THE HOTTEST FUNCTIONAL DRINKS

THE POSSIBILITIES WITH PROBIOTICS
53% of consumers are actively searching for hot drinks that claim to improve health and general well-being, according to Research and Markets.

People know hot drinks help their digestion. They also like the relaxation and indulgence that comes from hot beverages - even if they're indulging on their way to work. And the global hot drinks market is up. It grew over 5% from 2015–2016, according to Euromonitor.

This means more people are picking up coffee on their way to work. More people are visiting the grocery store to buy tea. And more people are looking for hot drinks that taste great and increase their health.

But, most drinks that improve health are currently found in drinkable yogurts, juices, or waters. Those hot-drink devotees can't always find exactly what they want.

You may have considered taking advantage of the growing functional drink trend - but haven't known how. After all, most health ingredients lose their efficacy through processing. Or they have a short shelf life. Or they can't stand the heat. Finding an ingredient to make hot drinks into functional drinks isn't easy.

**AS A HOT DRINK SUPPLIER, YOUR COMPANY IS IN A GREAT POSITION WITHIN THE MARKETPLACE.**

**TO TURN YOUR DRINK INTO A HEALTH-BOOSTING HOT ITEM, YOU NEED AN INGREDIENT THAT:**

- Is safe
- Fits easily into your current manufacturing process
- Has a long shelf life
- Is efficacious even when boiling hot
- Helps improve health
- Is familiar to consumers
Have you thought about probiotics?

Probiotics are exploding. 46% of grocery shoppers are actively looking for beverages that contain probiotics, according to a study by EcoFocus. Probiotics were also named as one of the top ten trends at Expo West 2017.

You’re familiar with probiotics. You probably know that they have to be kept “alive”, which means keeping them cold. Which is true for many strains, because they’re non-spore producing – and that makes them rather delicate.

There’s another type of probiotic, however. One that forms an endospore. This means it has a sort of hard shell that protects it. It’s a tough probiotic. Tough enough to withstand the rigors of manufacturing. Tough enough to sit for a long time on a shelf, and tough enough to withstand stomach acid until it reaches the right conditions – such as the GI tract. There it blossoms into friendly bacteria, crowding out “bad” bacteria and maintaining healthy gut flora.

**This probiotic is Bacillus subtilis**

*Bacillus subtilis* was first isolated and described in 1835. It’s been around a long time and has been studied extensively. It’s a friendly bacteria found in the GI tract in most animals and humans, and so is very safe.

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**Bacillus subtilis**

Is easy to work with. It will fit into your current manufacturing process.

**Bacillus subtilis**

Stays viable on the shelf AND through heat treatment.

**Bacillus subtilis**

Helps support a healthy gut flora AND, as a probiotic, is familiar to consumers.

**Bacillus subtilis**

Can boost your offerings into the functional drinks category.

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**Three beverage trends expected in 2017:**

- Beverages will play new roles in consumers’ diets and health routines.
- More nutritious, drinkable breakfasts and guilt-free ‘snackable’ beverages will be created.
- Carbonated soft drink sales will continue their 5-year decline, while natural and organic drinks will increase sales.

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*From 2017 EcoFocus Worldwide Study.*
but where do you find it?

from deerland enzymes & probiotics.

deerland offers a highly effective strain of bacillus subtilis called de111®. it’s been genome sequenced for safety and uploaded to genbank, the national institutes of health genetic sequence database.

de111 is supported by numerous in vitro tests, as well as human clinical studies. it is effective in promoting the growth of good bacteria in the gut, as well as crowding out bad bacteria such as e. coli. it supports proper digestion, and maintains healthy lipid and carbohydrate metabolism.

de111 is also highly stable - so you can utilize it within your current manufacturing process.

wouldn’t it be great if you could capitalize on more people wanting hot drinks and more people wanting probiotics to create the functional drink consumers are looking for?

de111 expands the probiotic possibilities available to you.

this classic bacillus subtilis strain is:

safe. de111 has been fully genome-sequenced and has gras status.

hardy. it can withstand manufacturing processes, high temperatures and a wide ph range.

stable. it has a long shelf life of 24 months and doesn’t require refrigeration.

verified. de111 is non-gmo project verified and approved by health canada.

beneficial for digestive and immune health. de111 is clinically proven to control microbial populations in the gut.

references