



Circular -Based Alternative Protein Extraction from Grapeseed

Industries' opinion about potential application of grapeseed protein

Context

Consumer habits are changing, variety, convenience, value for money, ethics, sustainability, and safety are becoming increasingly more important. These are particularly important for a younger generation in transition as they shape their food preferences.

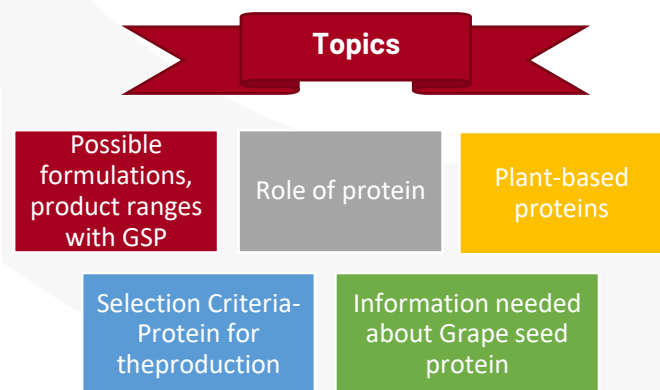
PROSEED aims to bring a new protein product to the market that is circular, environmentally friendly, and economically sustainable, in line with and in search of emerging trends. The purpose of co-creation activities is to understand the needs and expectations of key stakeholders/potential users and involve them into the co-creation process.

This summary presents the main results of the online workshops organised in Italy by CAVIRO and in Hungary by Campden BRI Hungary.

The Hungarian participants represented the bakery, snack, confectionary, dietary supplements and meat industries, while the Italian participants came from the meat industry and health care.

Method

The workshops with producers (B2B workshops) **focused on the concept and benefits, and feasibility** of the use of the grape seed protein (GSP) product. It provided inputs to define the possibility of formulation, perceived advantages for the industry and indirectly to the consumers, applicability in food sectors, and technological feasibility



Results




Users are interested in other, **new plant-based sources**, especially if they can replace soy. Soy, especially in the case of meat products serves as a benchmark in terms of availability.

The stakeholders **highlighted the disadvantages of soy**, which is the most frequently used protein source. They mentioned that use of the soy raises questions in terms of allergen, GMO and sustainability too and they would be happy to see new proteins that give solutions to these issues.





Regarding the information needed for usage, there were three vital factors that stood out, in the following order:

- ❖ TASTE 
- ❖ COLOUR 
- ❖ FORM (POWDER OR PELLET) 

BEST IF WHITE IN COLOUR, WITH A NEUTRAL SMELL AND TASTE.

Technologically, it is important to be water soluble. In terms of texture, there is also an interest in the powder as well as the pellet format.

The aim is to ensure that the product is technologically and health-tested and fit for purpose, and the price must be affordable.



Meat industry



Bakery industry

- The meat industry is interested in using GSP as a replacer for the current soy protein. The soy protein is on the allergen list and also it formulates the sensory properties of processed meat products.
- It also could support traditional meat products and plant-based product developments.

- Protein is the basis of the low calories' products, so this new type of protein can be a good alternative.
- Practical users mostly thinking about developing sweet products, but salty alternatives have also been discussed.

Breakthroughs, benefits and added value

Grape seed protein's main advantages are that it is an **allergy free** alternative protein which has **continuous availability** in the required quantity because Italy and Hungary is full of vineyards. Also, GSP potentially can be used either to **substitute animal protein** or to **increase the protein content** of food product

Sustainability

- Sustainability is a prominent aspect. Companies are very impressed by the fact that it GPS made from waste and **improves the circular economy**. With the amount of vineyards in Italy and Hungary, the **zero-waste usage** of grape seeds is an even more beneficial feature.



Further information on PROSEED project: <https://proseedprotein.eu/>