

SUNFLOWER OIL

Testimonial Fact Sheet

Sunflower oil has emerged as a preferred choice among food innovators who are committed to crafting healthy and functional snacks. Renowned for its subtle flavour, high levels of Vitamin E, non-GMO properties and low saturated fat content, sunflower oil serves as a versatile and health-conscious ingredient.

Sunflower oil is thought of by most Canadians as a healthy oil and there is great interest in purchasing sunflower oil-based products, in particular in Quebec and British Columbia. Approximately 70% of Canadians (69%) are interested in purchasing food products made with sunflower oil because it is a non-GMO oil.¹

Below are testimonials from food manufacturers who have successfully incorporated sunflower oil into their snack innovations, highlighting the numerous benefits and emphasizing its role in creating high-quality products.

REMIX SNACKS

An Asian-female, dietitian-led company focused on reducing food waste, Remix Snacks creates bean-based snacks with a mission to provide healthy alternatives for everyone. **Isabelle Lam**, Co-founder of Remix Snacks, shares how they use sunflower oil in the seasoning of their **Beanies Vegan Chedd'r**. Sunflower oil creates a richness and mouthfeel, mimicking dairy fat in regular dairy cheddar cheese, while maintaining a dairy-free and vegan approach to align with their values and consumer preferences. Sunflower oil also has a subtle taste compared to other oils, which is why they chose to use it in the seasoning.

BERT'S FOODS

Bert's Foods launched Oh My Okra in 2019, a crunchy vegetable-based snack food made with whole okra, which is known for its incredible health benefits in both Asian and Caribbean cuisine. **David Spadafora**, CEO at Bert's Foods, expresses pride in incorporating premium sunflower oil into the 'Oh My Okra' ingredient deck. The neutral flavour of sunflower oil allows the okra to shine, ensuring a delightful taste experience and aligns with their commitment to provide a healthy snack option for consumers.

OJAS VEGAN

Dedicated to plant-based products made with non-GMO Project Verified ingredients, Ojas Vegan places sunflower oil at the heart of their Quinoa Pops for health and functional reasons. **Sukh Sandhar**, Founder of Ojas Vegan, notes that sunflower oil's neutral flavour allows the quinoa to take centre stage, enhancing taste and texture while extending the shelf life of their grab and go **Quinoa Pops**. Embracing the heart-healthy benefits of sunflower oil aligns perfectly with their commitment to nourish and delight their valued customers.

