



Confectionery hot topic

The future of marshmallows

Marshmallows are back in fashion, and they've had a re-style. The fluffy-textured classic confectionery treat has evolved – now available around the world in a multiple of new flavours and containing new ingredients to widen its appeal.

First introduced more than 2,000 years ago as a dessert for an Egyptian king, the marshmallow gained mass appeal once combined with gelatin to create the now-familiar chewy, bouncy and melt-in-your-mouth texture. In the 1920s, marshmallows were adapted into different textures (such as marshmallow fluff) and in the 1940s, extrusion made production more efficient – widening the appeal further.

Today, marshmallows are used in everything from spreads to inclusions in other confectionery, such as rocky road bars, or in ice cream. But an important shift is happening and marshmallows are now being recognised as a premium, decadent and indulgent treat. More and more hand-crafted, gourmet marshmallow stores are popping up around the globe, such as The Marshmallowist in London, Sweetness Patisserie in Sydney and The Marshmallow Fairy in Chicago.

Emerging flavours which cross categories

These artisan outlets are leading the way in creative concepts and inventive new flavour ideas, such as matcha, pink grapefruit and wasabi ginger. Coffee and alcohol flavours are also starting to become popular.

Cross category integration with smash-ups and dessert-inspired recipes like banana-split, lemon-meringue and banoffee pie are finding their way into marshmallow portfolios and helping play on the nostalgic experience.

Appealing to clean label hunters

Marshmallows offer a healthier option in comparison to other products in the confectionery sector.

They are:

- Fat free
- Dairy free
- Nut free
- Gluten free
- Gelatin free

Kerry offers an alternative to gelatin, to expand the appeal of marshmallows to vegetarian, vegan, Halal and Kosher markets. Our hydrolysed protein, Hyfoama™, is a perfect replacement for gelatin. Derived from soy, wheat, pea and other proteins, Hyfoama has many benefits for marshmallow manufacturers:

- Used as a whipping agent, it removes the need to use gelatin or albumin in the mixing process.
- It attaches more consistently to air bubbles, so less whipping agent and processing time is required.
- It's stable at high temperatures, is easy to dissolve and cannot be overbeaten.

The result is a more consistent product.

Marshmallows of the future

We're exploring new marshmallow opportunities at Kerry: making marshmallow dough for ice-cream and developing marshmallow centres.

With over 60 years of experience in aerating confectionery, Kerry is committed to discovering new technologies and applications to address new and exciting opportunities, helping our customers capitalise on the latest trends and get to market quickly.

Talk to Kerry about expanding your marshmallow line.