

# Omega-9 Canola Oil: A Proven Solution for Today's Foodservice Industry



Omega-9 Canola Oil is a proven solution for the foodservice industry. Launched a decade ago to help the food industry address consumer demand for healthier products and trans fat bans, Omega-9 Canola Oil is used in many leading foodservice operations. More than a 1 billion pounds of Omega-9 Canola Oil are used each year by the North American food industry. Omega-9 Canola Oil sales are projected to double in the next five years due to increasing and reliable supply, but more importantly, because they deliver the consumer satisfaction and consistent performance operators demand.

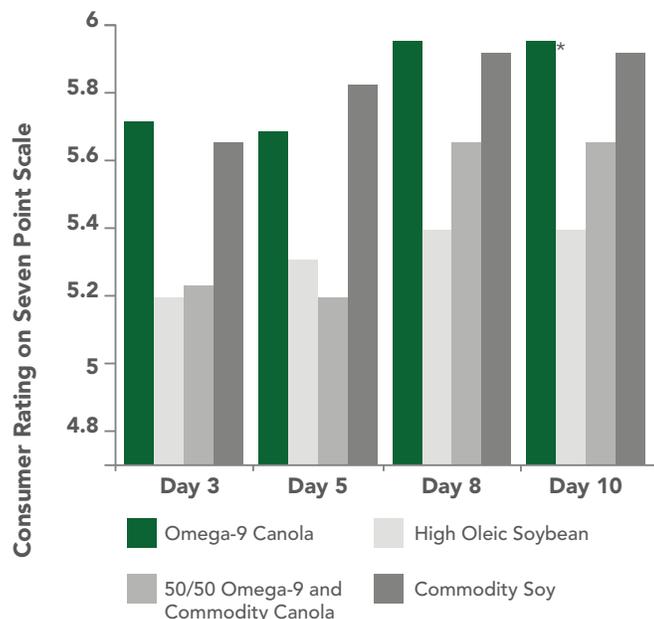
With foodservice dollars now outpacing food at home dollars<sup>1</sup>, the foodservice industry is poised for continued growth. However, cost and labor challenges require a continued look for opportunities to maintain or improve consumer satisfaction while managing performance and ideally lowering costs.

A recent double-blind consumer fry life study<sup>2</sup> showcased Omega-9 Canola Oil's strong performance versus a category leader, commodity soybean oil; a newer technology, high oleic soybean oil; and a blend of 50 percent Omega-9 Canola Oil and commodity canola oil. On the key metrics of consumer sensory results and fry life, Omega-9 Canola Oil delivers the strong results operators require of their frying oil.

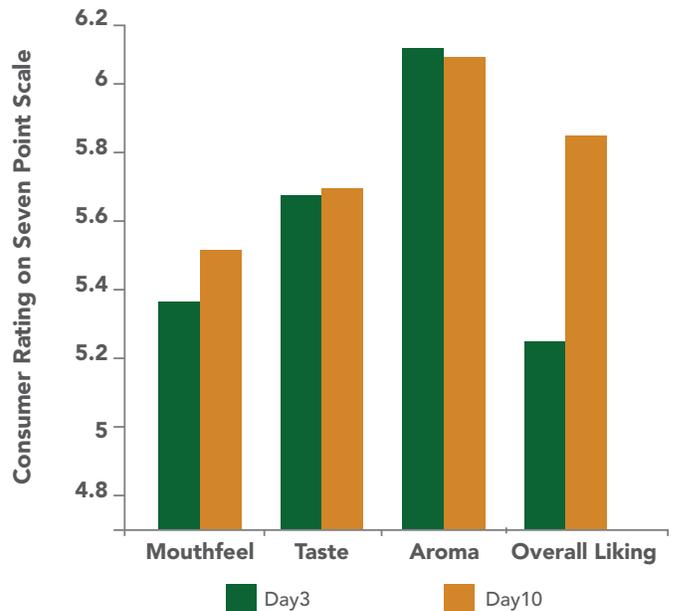
## CONSUMERS PREFER OMEGA-9 CANOLA OIL

Taste is king — and with Omega-9 Oils, the food industry has a proven solution to deliver the taste, aroma and mouthfeel consumers demand, as well as drive repeat traffic and sales. Omega-9 Oils performed at parity on overall liking, taste, aroma and mouthfeel at Day 3, Day 5 and Day 8.

The true value and impact of Omega-9 Oils can be seen at Day 10, when cost savings from extended fry life also grow significantly. On all metrics, Omega-9 Canola Oil scored at parity or higher on Day 10 than on Day 3.



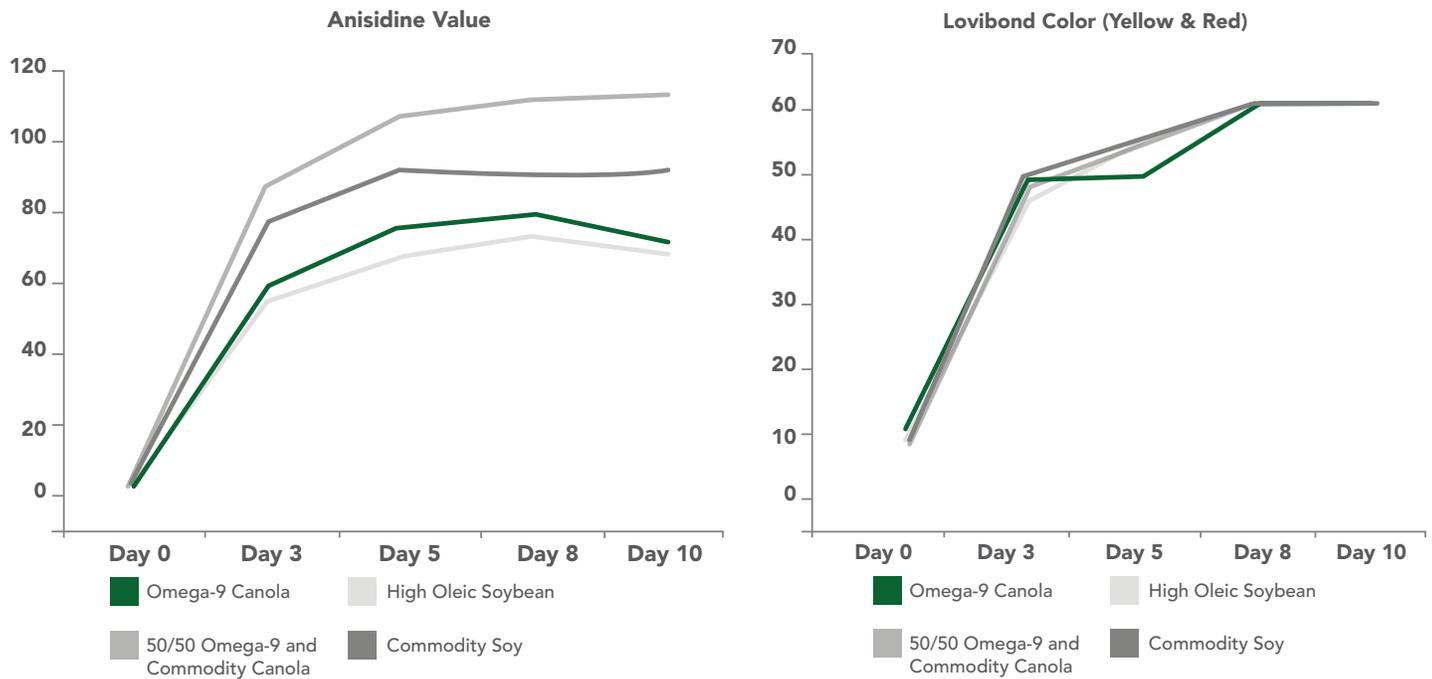
\*Significant at the 95% confidence level (P = 0.05)



Cost savings from extended fry life can have a significant impact on your business, but only if you know the quality of the oil is delivering quality food to your consumers. In this test, Omega-9 Canola Oil performed at or better than leading competitive frying oils.

Measuring oil degradation: As water from ice crystals or particles from breading systems continually are added to frying oil, the oil deteriorates. Anisidine value is an industry standard metric of degradation. Omega-9 Canola Oil met or exceeded competitor performance on Day 10, indicating a strong ability to extend fry life beyond 10 days.

**Color:** While not a great indicator of useful oil life, oil color is often used as a metric for discard points. Changes in color of oil during frying are a complex process where oil components interact with food particles. Therefore, the type of food itself can be a significant contributor to color and may lead to an incorrect early discard recommendation. This study showed all oils followed a very similar curve for color, indicating other tests, such as overall food quality, should be used to make a smart discard decision.



## A DIFFERENCE YOU CAN BANK ON

Making the switch to a new oils system requires operators to not just understand the overall research, but more importantly, to understand the specific impact to their business. The Omega-9 Oils Healthy Frying Oil Calculator, available at [Omega-9Oils.com](http://Omega-9Oils.com), allows you to calculate the cost savings and nutrition impact of switching from your current oil to Omega-9 Canola Oil. Our team will partner with you to review your choices, test leading options and navigate your system through a transition.

**Omega-9 Canola Oil is readily available to meet the needs of the foodservice industry.** A proven performer, Omega-9 Canola Oil provides operators with the reliable supply, consistent performance, improved health profile and often also cost savings.

To learn more about Omega-9 Canola Oil and how you can make the switch without sacrificing performance or taste, visit [Omega-9Oils.com](http://Omega-9Oils.com) or call **1-800-678-2388**.



<sup>1</sup>Americans' Spending on Dining Out Just Overtook Grocery Sales for the First Time Ever. (n.d.). Retrieved April 17, 2016, from <http://www.bloomberg.com/news/articles/2015-04-14/americans-spending-on-dining-out-just-overtook-grocery-sales-for-the-first-time-ever>

<sup>2</sup>Rotational Frying Study, University of Illinois Urbana-Champaign, March 2016.

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