

Insects Innovation in Gastronomy

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Episode 6: Case Studies and the Future of Insect Gastronomy

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Episode 5: Regulatory and Ethical Considerations in Marketing Insect-Based Foods

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Episode 6: Case Studies and the Future of Insect Gastronomy

Synopsis

In this final episode, the lecturer brings together key insights from the course by analyzing real-world case studies of companies that have successfully marketed insect-based foods. The episode also provides a curated list of trusted ingredient providers in Europe for chefs and culinary professionals. Looking ahead, the lecturer explores upcoming trends and opportunities that will shape the future of insect gastronomy. This episode reinforces that the edible insect industry is no longer a niche—it's an emerging sector with immense potential.

Key Insights & Takeaways

1. Case Study 1: Chapul – Pioneering Cricket Protein Bars

- **Founded:** 2012 by Pat Crowley
- **Website:** <https://chapul.com>
- **Key success factors:**
 - **Educational Marketing:** Focused on sustainability, particularly how crickets use **2,000 times less water than beef**.
 - **Strategic Branding:** Avoided images of insects on packaging, emphasizing health and sustainability.
 - **Media Exposure:** Gained credibility after securing an investment from **Mark Cuban on Shark Tank (2014)**.
 - **Flavor Innovation:** Used familiar flavors like **chocolate and peanut butter** to make the product more appealing.
- **Marketing Lesson:** A **mission-driven brand** that educates and reassures consumers can overcome skepticism.

2. Case Study 2: Entomo Farms – Scaling Insect Agriculture

- **Founded:** 2014 by Darren, Ryan, and Jarrod Goldin
- **Website:** <https://entomofarms.com>
- **Key success factors:**
 - **Supply Chain Development:** Built **large-scale production facilities** to ensure consistency.
 - **Dual Market Approach:** Serves both **B2B (food manufacturers)** and **B2C (direct-to-consumer products)**.
 - **Transparency & Education:** Offers **virtual farm tours** to build consumer trust.

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- **Collaboration:** Works with **chefs and food scientists** to expand applications for insect protein.
- **Marketing Lesson: Scaling production while maintaining transparency** fosters credibility and industry leadership.

3. Top Providers of Insect-Based Ingredients in Europe

For chefs and culinary professionals looking to source high-quality insect-based ingredients, the following providers offer reliable and sustainable options:

Provider	Location	Specialization	Website
Protix	Netherlands	Black soldier fly protein & oils	https://protix.com/
Ynsect	France	Mealworm-based proteins & oils	http://www.ynsect.com/
Entomo Farms	Canada (serving Europe)	Cricket powders & whole roasted insects	https://entomofarms.com/
Tebrio	Spain	Industrial-scale mealworm production	https://tebrio.com/
InnovaFeed	France	Black soldier fly proteins	http://www.innovafeed.com/
Micronutris	France	Insect-based flours, snacks & whole insects	https://www.micronutris.com/fr/
Entogourmet	Spain	Insect-based ingredients for gastronomy	https://insecnology.com/about-us/
Jimini's	France	Insect snacks & energy bars	https://www.jiminis.com/
Eat Grub	United Kingdom	Roasted crickets, protein bars, and more	https://www.eatgrub.co.uk/

- **Marketing Lesson: Reliable ingredient sourcing** is essential for chefs and food brands to integrate insect-based products into mainstream gastronomy.

4. Future Trends and Opportunities in Insect Gastronomy

- **Product Diversification:** Expansion into **snacks, pasta, and dairy alternatives** using insect protein.

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- **Technological Advancements:** Improvements in **automation and vertical farming** increase efficiency.
- **Mainstream Acceptance:** More **media attention and chef endorsements** will normalize insect-based foods.
- **Regulatory Support:** Governments are recognizing **environmental benefits**, leading to more industry backing.
- **Research & Development:** Exploring **new health applications** for insect protein, including **gut health and pharmaceuticals**.
- **Marketing Lesson:** The **edible insect industry is shifting from niche to mainstream**, offering vast opportunities for **chefs, food brands, and entrepreneurs**.

Final Thoughts & Call to Action

- **Chapul and Entomo Farms** demonstrate how **education, branding, transparency, and innovation** can drive industry success.
- The **list of trusted ingredient providers** offers chefs and food businesses a starting point for high-quality sourcing.
- The **future of insect gastronomy** is filled with potential—**now is the time to innovate and lead**.