



Formulating sugar-reduced fruit yoghurts. Natural sweet taste at its best.

We all want to live a full & healthy life and most of us do our best to reach just that: regular exercise, get 'good food' in and limiting on the 'bad stuff'. In fact, more than 60% of Americans believe they have control over their future health by making smart food choices. In order to stay healthy, over 55% of Americans try to limit sugar; some even avoid it entirely*.

With more than two thirds that consider natural products as better** it is no surprise that 57% of Americans are not positive towards high intensity sweeteners (HIS). Over 60% believe sweetening ingredients derived from fruits, vegetables or plants are healthier. In fact, the vast majority of Americans believe the ideal sweetener has a sugar-like natural taste, and no aftertaste*. What better way than to start the day with good intentions? Have a healthy breakfast, mixing fruit and yoghurt, low in sugar of course!

Combining an increasing demand for natural and sugar-reduced products with the unchanged consumer desire for tasteful food puts the food industry to a tough challenge. Taking out part or all of the sugar from a fruit yoghurt point blanc can result in watery thin yoghurts that lack the required mouthfeel and sweetness. Though the latter could potentially be brought back with HIS, these often show a sweetness different from sucrose. As a result, off tastes and metallic or bitter aftertastes stand in the way of truly enjoying that healthier fruit yoghurt.

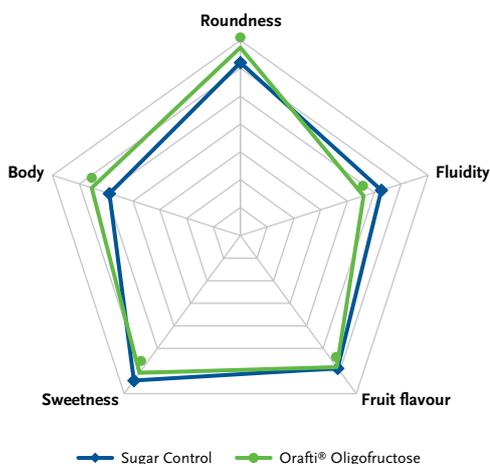
Naturally sourced inulin and oligofructose are the answer the food industry is looking for. **Using these chicory root fibres as replacements for sugar will deliver that balanced sweetness and indulgent mouthfeel that the consumer desires, also in a sugar-reduced fruit yoghurt.**

Balanced sweetness and enhanced fruit flavour.

With up to 55 percent of the sweetness of sucrose, Orafti® Inulin and Oligofructose offer all the nutritious benefits of fibres, and add a mild & balanced sweet taste. On top, they are easily combined with stevia to mask the aftertaste naturally. Thanks to their chemical structure, these fibres have sugar-like technical properties, making them perfectly suitable as natural sugar reducers.

Match the taste of a full sugar fruit yoghurt with a combination of oligofructose, flavour and fructose. The natural sweet tasting Orafti® Oligofructose enhances the release of the fruit flavour in the yoghurt; as such making the lighter version practically indistinguishable from its full sugar counterpart. Also the rich body and full roundness of this new yoghurt gives the consumer more joy with every healthy spoonful. In the fruit preparation, sugar reduction can be easily realised, without adapting the production process. Overall result: reduction of sugar and an even higher reduction in added sugar - plus the extra bonus of fibre enrichment.

Graph: Sugar-like fruity taste and excellent mouthfeel.



Fruit yoghurt	Full sugar	Sugar-reduced
Semi-skimmed milk	70.2	71.6
Sugar	9.6	0.2
Strawberry	7.5	7.5
Cream 40% fat	6.8	6.8
Orafti® Oligofructose	-	5.6
Fructose	-	5.0
Skimmed milk powder	2.9	2.9
Modified starch	0.5	0.5
Flavour	-	0.08
Citrate buffer	qs	qs

Improved nutritional profile: More fibre – less sugar.

With 62% of US consumers being concerned about maintaining a good digestive health, a simple fibre addition in this yoghurt recipe can help them on their way. The fact that this prebiotic chicory root fibre improves the body's function naturally, makes it even more appealing. On top, there is increased understanding of the impact that such a diet can have on how consumers look and feel.***

Nutritional /100g	Full sugar	Sugar-reduced
Total sugars	15.1	11.7 (-23%)
Added sugars	10.0	6.5 (-35%)
Fibre	0.2	3.2

BENEO's Technology Center developed high quality recipes for natural, clean label, sugar-reduced yoghurts with a sugar reduction of 20% and 30%. Even the development of a 'No Added Sugar' yoghurt with Orafti® Oligofructose is easy to create. Our experts are keen to share their insights upon request.

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