

A nostalgic powder mix for pudding lovers.
With Palatinose™ for a healthy touch.

The silver generation invests in ageing healthfully. With the number of 60+ people increasing vastly, there's great opportunity in developing products that speak to this target group. At every age, people pay attention to maintaining health. With this generation in particular, good nutrition is the focus. Respond with this retro dessert, a favourite in the 70's.

As with the general population, sugar intake is a main concern and high blood sugar levels can be the cause of numerous health problems at a later stage in life. Before anything else, this age group still wants to enjoy life to the fullest. Hence, they are not willing to give up on a tasty treat now and then. And what better way to pamper them, than a creamy dessert with a nostalgic twist. By using Palatinose™ in creating this pudding mix, it offers slow releasing carbohydrates, leading to a lower rise in blood sugar levels than sucrose. This means energy is released in a more balanced way, to enjoy an active day at their own pace.



47%
of 55+ consumers in Asia are very/extremely **concerned about high blood glucose levels**.



67%
of 65-75y European consumers **take active steps** to make their **nutrition healthy**.

Sources: BENEO Consumer Research on Nutrition & Health Europe, 2020, Health Focus International, Global Trends Study, 2020

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From powder to pudding.

Remember stirring a simple powder with milk on the stove and having a steaming pudding as a result within minutes? This nostalgic recipe will bring your consumers right back to those days, but with a healthy twist!

In this powder mix 30% of sucrose is replaced by Palatinose™, making a "reduced blood glucose response" claim possible. On top, this smart ingredient has a mild sweetness and is a great ingredient to use in powder mixes. Because of the low hygroscopicity of Palatinose™, the powder mix has a good flowability and less risk of lump formation.

By adding rice starch to the mix, this delicious dessert has a smooth texture and creamy mouthfeel. Sounds almost to good to be true? The proof of the pudding is in the eating!

Fig. 1: Recipe for pudding powder mix

Ingredients (%w/w)	Powder mix
Palatinose™	34
Rice starch	28
Skimmed milk powder	22
Sugar	16
Minor ingredients (e.g. flavour, colour)	q.s.

Make creamy pudding in 4 simple steps:

1. Mix 100 g powder mix with 50 ml milk.
2. Bring 450 ml milk to a boil and blend the milk/powder mix in.
3. Boil again for 2 min whilst stirring.
4. Pour the dessert into individual dishes and refrigerate until consumption.



The BENEO Technology Center develops high quality recipes for dairy applications with nutritional and/or technical benefits. Our experts are keen to share their insights upon request.

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