Seducing the health-conscious consumer.



Almost 4 in 5 consumers in India agree that health claims on products have a major influence on their purchasing decisions. Our food experts have transformed an all-time favourite dessert into a more attractive version: fat-free vanilla ice cream.

Thanks to Orafti® Inulin, a prebiotic fibre sourced from chicory roots, claims like “fat-free” and “high fibre” are made possible in an easy way. This hero ingredients allows fat replacement, without compromising in taste and texture.

73% of global consumers wish they had healthier options in indulgent food/beverage categories

27% of Indians that consume ice cream regularly find the claim “free from fat” appealing

The recipe for a fat-free dairy dessert.

Ingredients (% w/w)	Recipe
Skimmed milk	74
Sugar	11
Orafti® Inulin	10
Skimmed milk powder	3
Minor ingredients (e.g. emulsifier, stabiliser, flavour)	q.s.

NO FAT

MORE FIBRE

Our experts have created a recipe that replaces the fat by fibres. This gives you a recipe that will attract consumers nutritional on-pack claims. And not to forget, this is all possible without compromises in texture and taste.

Sources: Innova Database, Health & Nutrition Survey 2022 (India), HealthFocus International Global Trends Study 2022, FMCG-Gurus-Dairy-Q4-2021

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