

Let's reformulate a traditional drink.



Almost half of consumers in India think they lack fibre in their nutrition. So, let's reformulate a classic recipe to offer just that. Dairy drinks with a good body, creamy mouthfeel and pleasant taste are made possible with Orafiti® Inulin, prebiotic fibres from the chicory root.

Using these chicory root fibres as a replacement for fat, will deliver a smooth texture and indulgent mouthfeel the consumer desires. This all while making a "high fibre" and "reduced fat" claim possible, to make your product label all the more attractive!

The recipe for fat-reduced lassi.

Ingredients (% w/w)	Recipe
CURD BASE (50%)	
Milk	96
Orafiti® Inulin	3
Minor ingredients (e.g. cream, curd culture)	q.s.
WATER (50%)	

Sources: FMCG Gurus Dairy Q4 2021 India



1 in 5

consumers not consuming drinkable yoghurt on a regular basis think it's too fattening.



70%

Almost of Indian consumers say they check the label before buying fresh dairy products most of the time.



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.

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