



A classic recipe... made even better!

3 in 4 of dairy consumers in India check the nutritional label of dairy products regularly before making a purchase. Our team of experts in the food application lab worked it's magic once again. They took the classic recipe for curd and gave it a serious upgrade!

By using prebiotic chicory root fibres, they reduced fat while obtaining a smooth texture and creamy mouthfeel. This makes attractive nutrition claims possible. You can establish an attractive product label with mentioning of "low fat", "reduced fat" and "high fibre" to score with health-seeking consumers.

A short ingredient list for fat-reduced curd.

Ingredients (% w/w)	Recipe
Milk	96
Orafti® Inulin	3
Minor ingredients (e.g. cream, curd culture)	q.s.



40% of Indian consumers that consume yoghurt find the fibre content an important factor to purchase.

More than half of Indian consumers would pay more for a yoghurt with a "high in fibre"-claim.



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, Innova Lifestyles & Attitudes Survey 2022 (India); FMCG Gurus Dairy Q4 2021 India.

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