

YOUR **CLEAN LABEL** TEXTURE SYSTEM FOR DAIRY

Thick, creamy yoghurts made simple



Demand for indulgent yoghurts is booming across Europe. In 2017 there was 406 new dairy yoghurts with creamy textures in EMEA¹. Greek-style yoghurt launches have also increased across Europe, reflecting consumers' enjoyment for textures providing a treat-like experience.

Consumer research by Ingredion in Europe indicated that yoghurts with thick, creamy, indulgent textures were always preferred when compared to thinner consistency options. At the same time consumers expected to get good value for money when purchasing yoghurt. The challenge lies in how to create these enjoyable and affordable eating experiences while remaining cost-effective.

Part of Ingredion's extensive range of proven clean label ingredients, NOVATION® Indulge 1720 meets this challenge. A pioneering clean label co-texturiser that creates thick, creamy yoghurt, it replaces protein to stabilise overall ingredient costs and substitutes gelatine for a cleaner label, while maintaining the high quality of end-products to please consumers.

¹ Innova Market Insights, 2018



Affordable luxury

Engaging all the senses, texture plays a key role in delivering an enjoyable yoghurt eating experience. Attributes such as creamy, rich, smooth and velvety are commonly associated with an indulgent eating experience. Our research indicates that if manufacturers deliver these characteristics, it can increase consumer appeal. NOVATION® Indulge 1720 achieves this by creating thick, creamy yoghurts that are affordable, including cost-effective Greek-style yoghurts which boast premium textures for maximum enjoyment.

Consumers are increasingly price sensitive, and as such, manufacturers are also looking for ways to achieve cost stability in product formulation. With NOVATION® Indulge 1720, it's possible to lower overall ingredients costs, replacing price-sensitive ingredients such as protein, while still retaining optimal textures. At the same time, NOVATION® Indulge 1720 allows for the creation of affordable yoghurts to retain consumer loyalty. Delivering high initial body and fast meltaway, yoghurts formulated with NOVATION® Indulge 1720 achieve similar properties to high protein products without the challenge of price fluctuations.

Clean label

With consumers continuing to question the provenance of the products they purchase, clean labels have never been more important. Simply labelled as starch in the EU, NOVATION® Indulge 1720 helps to enhance product appeal, allowing manufacturers to increase profit margins and deliver added value products. By substituting gelatine in yoghurt formulations, it contributes to that all-important simple ingredient listing and appeals to consumers seeking additive-free products.

Creating clean label, indulgent yoghurts that are free-from gelatine ensures products stand out on packed supermarket shelves and allow manufacturers to cater to vegetarian and vegan consumers.

With over 20 years' experience in delivering clean label solutions, Ingredion offers key consumer insights and technical expertise to ensure that yoghurts benefit from the perfect look, taste, texture and positioning.

NOVATION®

Find out more: ingredion.com/emea

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TECHNICAL FEATURES

- **Easy-to-use co-texturiser**
- **Can be labelled simply as 'starch'**
- **Clean taste profile**
- **Efficient at low usage levels**
- **High process tolerance and flexibility**
- **Superior stability**

KEY BENEFITS

- **Offers product differentiation by creating thick, creamy textures**
- **Achieves affordable indulgent products**
- **Can help to enhance profit margins by replacing protein or fat**
- **Enables clean label positioning by replacing gelatine**

CLEAN & SIMPLE™ 

Developing ideas.
Delivering solutions.™

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