

No fat — but no sacrifice

HEALTH & NUTRITION

Customer: A U.S. yogurt producer wanted to launch a new line of non-fat yogurt but be able to still deliver a rich and creamy texture.

Challenge: Formulate a non-fat blended yogurt with the texture and eating experience of a market-leading light yogurt. To accomplish this, Ingredion started with understanding consumer texture preferences and then identified, via proprietary yogurt category appraisal research, what defined a consumer-preferred texture profile for a U.S. stirred yogurt.

Solution: Ingredion assessed the best way to improve the product's texture attributes when fat is removed and recommended PRECISA® Cream 10 texture system in order to make it closer to the consumer-preferred texture identified in the category appraisal. By working in tandem with our dairy and food prep partners, Ingredion was able to not only create a non-fat yogurt with only 80 calories per six-ounce cup, but they were also able to improve the flavor and sweetener system and deliver a consumer-preferred texture profile.

Result: The customer achieved its goal of a non-fat yogurt that was rich, creamy and delivered consumers the desired texture for their skinny indulgence.

Takeaway: By defining a consumer-preferred texture profile for U.S. blended yogurt, Ingredion was able to utilize their comprehensive ingredient portfolio to find a texture equivalent to solve the customer's challenge.



Let us help you solve your toughest formulation challenge.

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