SUCCESS STORY: BAKED POTATO CRISPS

Not crunchy or crispy but “crinchy™”

CHALLENGE:
A manufacturer of baked potato crisps wanted to transform their texture toward a “crinchy” eating experience halfway between crunchy and crispy.

VALUE OPTIMIZATION
Achieve targeted texture via formulation and process, without any additional investment in capital equipment.

TEXTURE TRANSFORMATION
Move current product texture toward a market benchmark.

How do you get a baked potato crisp that's crispy enough to savor but crunchy enough to hold a dip? Here's how.
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1. goals
   - Move from crunchy to “crinchy,” toward market benchmark
   - Improve texture on current equipment — no additional investment
   - Clean label preferred

2. insights
   Key terms: Crispy, crunchy

3. sensory
   KEY TEXTURAL ATTRIBUTES
   - Hardness
   - Fracturability
   - Denseness
   - Volume
   - Pitch
   - Cracks per bite
   - Duration of sound
   - Dissolubility

4. process
   Sheeted, baked process

5. formulate
   - ULTRA-CRISP® CS at 20% to 25%
   - Adjustments in added water, process parameters and bake time
   - No need for additional equipment investment
   - Clean label: Corn starch

TEXTURE TARGETS
- Texture transformation: Move texture toward that of a market benchmark
- Value optimization: Do so using only the current equipment

TEXTURE SOLUTION
ULTRA-CRISP® CS

Let us help you create your own success story.

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