

SUCCESS STORY: GREEK YOGURT

A cool new product line on the same production line

CHALLENGE:

A manufacturer wanted to develop and launch a Greek yogurt product line **without having to invest additional capital** into new straining equipment.

1. VALUE OPTIMIZATION

Match the thick Greek yogurt texture benchmarks found among market-leading products in the category.

2. TEXTURE TRANSFORMATION

Achieve production of this new product line, with the targeted texture, on the existing HTST, blended yogurt equipment, without capital investment into straining equipment.

What's the best way to launch a new product line while keeping your capital budget down-to-earth?
Call on the experts.



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1 goals

Develop Greek yogurt line with texture of market benchmark

- Make a non-fat (0%) product with high protein content (8%)
- Use existing HTST, blended yogurt process line
- Avoid additional investment in straining equipment

2 insights

Ingredient conducted a review of the Greek yogurt texture space

- Gathered Greek yogurt market products from around the U.S.
- Characterized the texture by our expert sensory panel and rheological analysis
- Plotted attributes relative to each other, creating a texture map of this space
- Analyzed the data and noted differences in both positive and negative textural attributes

3 sensory

KEY TEXTURAL ATTRIBUTES

- Creamy: Oral viscosity, mouthcoating and meltaway
- Thickness and set: Viscosity and degree of gel
- Smooth: Lack of graininess

TEXTURE TARGET

Sensory and rheological characterization of the market benchmark established the texture target

4 process

HTST, blended yogurt process (without straining)

5 formulate

- PRECISA® Cream 20 (clean label alternatives possible)
- Formulation and process recommendations

TEXTURE SOLUTION

PRECISA® Cream 20



Let us help you create your own success story.

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DIAL-IN® Texture Technology



The shortest path to perfect texture

Rapid, robust and data-driven approach to optimizing texture

1. Define business goals for the project and product

To accelerate the process, we define:

- Technical requirements
- Relevant consumer information
- Label requirements or desired claims
- Nutritional requirements
- Important targets and benchmarks
- Timelines and metrics

2. Gather consumer insights

Consumer language is broad and sometimes hard to measure. To help our manufacturers succeed, we need to first understand consumer desires.

3. Evaluate sensory attributes and set texture target

To find key attributes for an application, we characterize products in a range of textural diversity. Then we plot and compare them in a texture map.

4. Understand impact of your process on texture

Equipment, time, temperature, shear and acidity

5. Formulate for texture transformation and/or value optimization

Utilizing data gathered throughout the DIAL-IN approach, combined with Ingredient's texture understanding and capabilities.



Ingredient™

Developing ideas.
Delivering solutions.™