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.
SUCCESS STORY: GREEK YOGURT

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**

   Ingredion 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

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Let us help you create your own success story.

us 1-866-961-6285 | CANADA 1-866-422-7201
ingredion.com/us