

SUCCESS STORY: NON-FAT LIGHT YOGURT

No fat — but **no sacrifice**

CHALLENGE:

A U.S. yogurt producer wanted to enhance the texture of its non-fat yogurt products to be **more rich and creamy, yet reduce the total calories** in each 6-oz cup of yogurt by 20%.

TEXTURE TRANSFORMATION

Formulate non-fat light blended yogurt with the texture and eating experience of a market-leading light yogurt, while achieving the goal of a 20% calorie reduction.

What's the best way to increase sales and market share in the crowded yogurt category? Begin with understanding consumer preferences and then deliver the desired skinny indulgence.



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1 goals

- Develop a light yogurt product line with the consumer-preferred texture and the creaminess of a market-leading product
- Reduce calories by 20% to 80 calories per 6-oz cup

2 insights

- Ingredient identified, via proprietary yogurt category appraisal research, what defined a consumer-preferred texture profile for a U.S. blended yogurt
- In conjunction with our partners, we conducted a proprietary survey of the retailer's current light yogurt customers to identify how best to improve the product

3 sensory

KEY TEXTURAL ATTRIBUTES

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

TEXTURE TARGET

Consumer-preferred texture profile identified during our yogurt category appraisal, plus the relative intensities of the key textural attributes

4 process

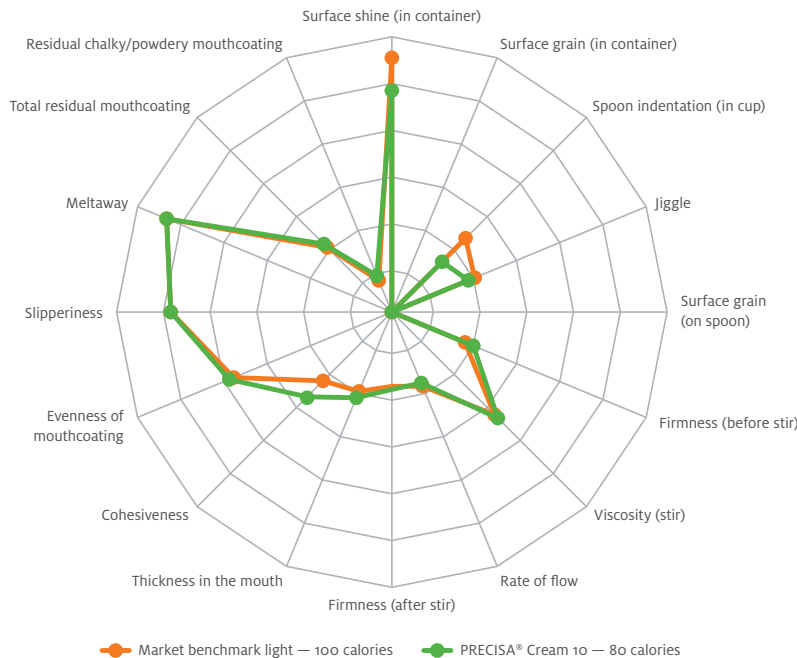
Blended yogurt, HTST system with homogenization

5 formulate

- PRECISA® Cream 10 at 3.0–3.5%
- Worked in tandem with our dairy and food prep partners to achieve flavor and sweetener system improvement
- Achieved consumer-preferred texture profile
- Achieved 80-kcal/6-oz cup

TEXTURE SOLUTION

PRECISA® Cream 10, with process recommendations from Ingredient



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.™