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NutraSolutions

Conquering  
Cardiovascular  
Disease  
page NS3Weight  
Management  
page NS11Sugar-free Foods  
page 13Driving New Products  
page 25Exploring Napa Cuisine  
page 53Specialty Fats and Oils  
page 89Formulating with  
Starches  
page 101Formulating  
with Nutritional  
Ingredients  
page 123FREE International  
New Products  
Webinar  
page 56Sowing the Seed  
Free Webinar on Flaxseed  
page 149NEW R&D Seminar  
R&D Applications Seminar  
Goes East  
page 160

# PREPARED FOODS

PRODUCT DEVELOPMENT TRENDS &amp; TECHNOLOGIES FOR FORMULATORS &amp; MARKETERS

abstracts

PREPARED  
FOODS

## Yogurt Gets a Lift

One popular polydextrose can now be used to create reduced-calorie, prebiotic, fiber-enriched, reduced-sugar yogurt products and beverages. Litesse® polydextrose from Danisco USA Inc. is easy to use in most dairy and yogurt applications and can be added before or after fermentation, or as part of the fruit preparation of fruit yogurt to replace the bulk of sugar. Available in both liquid and powder forms, Litesse remains stable during processing and shelflife of dairy products. Danisco USA Inc., Donna Brooks, 800-255-6837, ext. 2521, donna.brooks@danisco.com, www.danisco.com

## Locking Out Fat

A thin, invisible layer of fat-impenetrable protein can be added to fish, chicken or meat during food processing. Nutrillean® protein from Proteus Industries Inc. can dramatically reduce the amount of cooking oil that normally seeps into meat during frying, and the process locks in moisture and fat absorption. With the help of ROMICON® ultrafiltration technology from Koch Membrane Systems, Proteus can cost-effectively concentrate the proteins, while preserving the molecular structure of the organic compounds—enabling

them to keep the fat out of, and the moisture in, fried foods. Proteus Industries Inc., Doug Hall, 978-281-9545, rdhall@proteusindustries.com, www.proteusindustries.com

## Delivering Nutrients

Three major innovations in nutrient delivery create a fast-track product development engine for highly effective, differentiated and patentable products in tablet, capsule and powder forms. Balchem Encapsulates introduces VitaRelease™, The Lipid Network™, VitaShure™, The Lipid Particle™ and VitaSmooth™, The Smooth Dissolve Matrix™. With each of these technologies, Balchem can recommend or develop the formulation quickly, saving months of product development, while delivering highly effective IP-protected dosage forms with excellent long-term cost advantage. Balchem Encapsulates, 877-222-8811, www.balchem.com

## Fragrance Fusion

Globalization has led to a merging of business and culture and is spilling over into the food industry. Food fusions are the latest craze, defined as a collection of seasonings, spices, flavors and textures with meats, seafood, salads, pastas and soups from exotic countries. Bell Flavors and Fragrances, www.bellff.com

## Extreme Flavor

A leader in flavor technology introduces the first in a line of high-impact, true-fruit, natural flavor profiles that are modern, multi-dimensional and unique. Robertet's Xtreme Berry Flavors exhibit strong, juicy base notes with light, fresh-picked fruity topnotes to complete the taste/aroma profile. Formulating with Xtreme Flavors will add intensity and excitement to help transform good consumer products into something outstanding. Applications include beverages, yogurts, snacks and soy bases. Robertet Flavors Inc., Gretchen Schleck, 732-981-8300, gschleck@RobertetUSA.com, www.robertet.com

## Top Trends for 2008

With the new year approaching new product developments promise better health and appeal to the taste buds. Datamonitor's Production Online outlined 10 trends in consumer-packaged goods for 2008. Probiotic, no longer limited to yogurt, are seeing launches in the cheese and chocolate categories. Organic foods and beverages for kids are expected to rise, as well as the up-and-coming "fresh" trend. Steam-and-eat food products have tripled between 2005 and 2007, according to Productscan. Also of note are high-nutrient "superfruits," as acai, goji berries, noni and pomegranates go mainstream, with larger companies getting into the game. The mystery of African ingredients may make it to American shores, as an influx of African ingredients like hot peppers and couscous gain ground.

For the sleep-deprived, look for a growing market of sleep aids and stress-relieving products that promote sleep, such as a new milk from Japan, which comes from cows milked at the crack of dawn and is naturally high in the sleep aid, melatonin.

As the population ages, bold flavors make up for older consumers' sensory loss, and caffeine lovers are in luck with a plethora of caffeine-infused products—from sunflower seeds to instant oatmeal.

Finally, "going green" is going to be much easier in 2008, as packaged goods manufacturers are finding creative ways to be green and planet-friendly. Everything from wind-power produced fermentation to reusable cleaning product bottles will be available to eco-conscious consumers.