



Ref : MA00438

# A NEW RECIPE HEALTHY AND GOURMET



## MARKET CHALLENGES

In a number of countries governments and people are increasingly concerned about the rise in chronic diseases such as diabetes, obesity or cardiovascular disease caused by high-calorie diet.

The consumers are now more health conscious and take care of the sugar and fat content in their food.

Ice cream is a well-know dessert and well appreciated by consumers. Ice cream companies are currently working on the development of healthy alternatives combining both health and pleasure. The current products available on the market offer a reduction of sugar content but less frequently reduced the amount of fat.

## SUGGESTED APPLICATIONS

This new recipe will be appreciated by:

- Everyone
- People whose diets require a small level of sugar and fat such as: diabetics or obese

## DEVELOPMENT STATUS

The base recipe is optimized and has been prepared with in caramel flavor

## INNOVATIVE SOLUTION

The present technology is a new recipe of ice cream base. This new recipe leads to an ice cream which reduces both fat and sugar quantities while maintaining the ice cream taste and texture. This recipe has lower calorie level than the traditional ice cream and shows the following characteristic.

Nutritional value for 100g	
Energy( Kcal)	81,4
Proteins ( g)	2,7
Total fat	1,5
Carbohydrate (g)	8,5
Saturated fat (g)	1,4

## COMPETITIVE ADVANTAGES

- Gourmet Ice cream
- Low-sugar and low-fat
- Less caloric than the traditional ice cream
- Compatible with the ice cream manufacturing process
- Melting time: 10 min

## IP RIGHTS

Patent application has been filed in December 2017