

## FOOD INGREDIENTS

### Innovation in Action *The second in a series*

#### Adding fruit content to get consistent performance in flavor, integrity, look and feel

**PROBLEM:**

A major retail chain wanted to offer a raspberry cheesecake cookie. The problem with using raspberries is that when cooked, the fruit turned gray or black which wasn't visually appealing to the customer.

**SOLUTION:**

QualiTech created a raspberry inclusion with real raspberry fruit powder that was consistent in color, look, feel and aroma - and when cooked, looked like pieces of raspberries. Another part of the solution is that these cookies are baked on site at each store. The inclusions and resulting batter is robust enough to withstand inconsistencies in oven temperature and baking methods. They are more tolerant and, as a result, more reliable and consistent.

**TIP:**

Don't let fruit get in the way of developing your next product. Today's innovative inclusions not only provide unique flavors but can be used as a delivery system for functional ingredients such as fiber, protein and nutraceuticals as well as added fruit content.

**To discover how QualiTech can improve or enhance your food products, please visit [qualitechco.com](http://qualitechco.com) or call us at 800.328.5870 ext. 219.**



To read more about Fruit Inclusions, read this article from Food Technology News: "[The Flavor of Fruits to Come](#)"



[info@qualitechco.com](mailto:info@qualitechco.com) | 952.448.5151 | [www.qualitechco.com](http://www.qualitechco.com)

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318 Lake Hazeltine Drive, Chaska, MN 55318