

FOOD INGREDIENTS

Innovation in Action *The first in a series*

How to add fiber without altering consistency

PROBLEM:

A Fortune 500 food company looking to add more fiber to its cereal bars, experienced issues in product consistency because the added fiber would interact with the base formula in unpredictable ways. The result was often crumbly or inconsistent cereal bars. To solve this, they added another operational step, adding time and money to the process.

SOLUTION:

QualiTech devised a one-step solution by adding a fiber-rich, pecan-flavored inclusion to the base formula. The Flavor-ette inclusion carried the additional fiber but didn't interfere with the mixing. The result was a fiber-rich bar in which taste, quality, consistency and mouth feel weren't compromised and the additional operational step was eliminated saving time and money.

TIP:

Don't let functional issues such as dough composition limit your production development ideas. 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.

To discover how QualiTech can improve or enhance your food product, please visit qualitechco.com or call us at 800.328.5870 ext. 219.



Flavor-ettes Named To Top 10 Innovations at IFT in 2011

Flavor-ettes by QualiTech are sweet or savory food inclusions that add taste and visual appeal—and were recently named one of the most innovative food products of the year.



food@qualitechco.com | 800.328.5870 ext. 219 | qualitechco.com

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318 Lake Hazeltine Dr., Chaska, MN 55318