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Snack segment seen as area of opportunity

ROSEMONT, ILL. — Dairy-based food and beverage products account for 13% of all between-meal snack choices for people 2 years and older, presenting an opportunity for the industry to grow its share of the snacking occasion, according to a white paper published by the Innovation Center for U.S. Dairy.

“By re-imagining dairy products and ingredients in snacks, food manufacturers can take advantage of a significant business opportunity,” said Lynn

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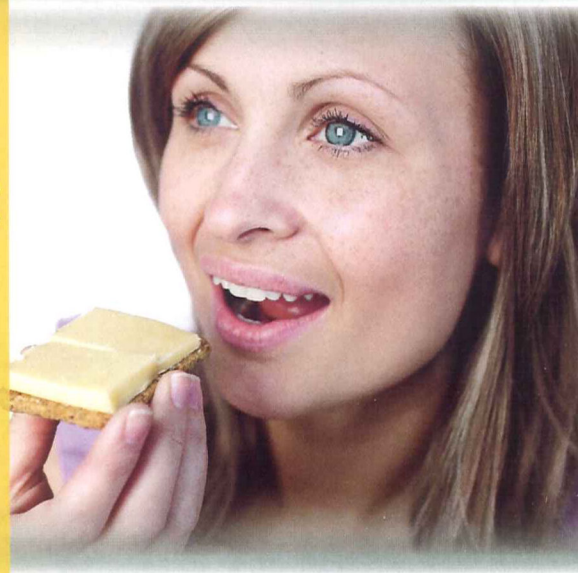
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Snack segment seen as area of opportunity



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Stachura, senior vice-president of strategic insights with Dairy Management Inc. “Snack-based innovations are seemingly unlimited, especially for those incorporating dairy products and ingredients that are versatile, wholesome, natural, nutritious and delicious.”

Data in the white paper indicate that snacking represents a \$90 billion eating occasion, with 87% of U.S. consumers reportedly eating or drinking between meals. As consumer lifestyles continue to evolve, the lines between meals and snacking are blurring, with 30% of consumers claiming to eat mini-meals throughout the day rather than three meals.

“Dairy is underdeveloped in the snacking eating occasion despite its ability to provide food and beverage manufacturers with the tools to develop great tasting and healthy snacks that consumers demand,” said Ms. Stachura. “Innovations in this area will not only grow dairy’s share of the occasion but also fill a void for consumers as the market continues to grow.”

A key area of focus for product developers is “nutritious snacking,” which makes up half of the snacking eating occasion and is supported by research that indicates health is an important consideration to consumers. Dairy’s nutritious profile aligns

with consumer demand for healthy snacks, according to the authors of the white paper.

To realize the snack occasion’s potential, the white paper recommends the dairy industry develop products that go beyond what is available today. It identifies five segments within snacking that align with dairy or dairy ingredient-based products. The categories include snacks that provide a quick meal for energy in the morning; appetizers to be consumed with a meal; filling snacks most often consumed after lunch; lighter snacks to be consumed between breakfast and lunch; and snacks that are portable and easily consumed between meals.

Yogurt and some smoothies are appropriate for the morning snack occasion, but cheese products have a relatively low presence and may gain in popularity during the morning snack occasion. In the appetizer segment, cheese-based products perform better than in the morning occasion, according to the white paper, but the paper outlines an opportunity to compete with chips and other snack items that go with, or are used instead of, a meal. Similarly, dairy as an ingredient may help meet the meal replacement needs of consumers in products such as beverages and bars.

In the area where consumers are looking less for an appetizer and more for a true

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White paper outlines new product ideas for dairy-based snacks

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snack, dairy products' strengths lie in the ability to deliver an inherently functional food. Cheeses and yogurts are strong in the nutrition space, as are some smoothies, but they are currently often eclipsed by fresh fruits.

The authors of the white paper recommend food and beverage processors that manufacture dairy-based products or use dairy-based ingredients focus innovation efforts on the three snacking segments of the morning snack occasion, appetizers to go with meals, and in the area of nutritious snacks. DBN

Comax develops flavors for Greek yogurt

MELVILLE; N.Y. — Comax Flavors has developed a range of flavors for the emerging Greek yogurt market. The flavors include varieties such as purple plum, cinnamon bun, cucumber, cherry black currant and baklava.

"With its unique body, silky mouthfeel and satisfying richness, Greek yogurt offers the ideal vehicle to showcase our ability to create a wide variety of true-to-life flavors to suit a

Greek yogurt has a consistency somewhere between that of cheese and typical yogurt. It's generally used in Greek cooking as a base for a dip and paired with sweet toppings for dessert. But the product lends itself well to cuisines such as American, Mediterranean, Middle Eastern, Asian, Indian and even Mexican cooking.

"Greek yogurts make a wonderful base from which to create rich sauces without



given product application," said Gladys Slovis, applications lab manager for Comax Flavors. "Even at 0% fat, Greek yogurts taste decadently rich, making them very suitable for sumptuous dessert flavors like baklava and cinnamon bun."

With the whey removed,

adding the fat otherwise needed to attain the same qualities," said Ms. Slovis. "With flavors like cucumber dill, curry, garlic ginger, chili spice, etc., these sauces can complement meat or fish, or take on a leading role as exotic dips for chips and vegetables." DBN