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Reinventing a confectionary product  
using only natural ingredients

# Reinventing a confectionary product using only natural ingredients

Our client, a global confectionary company, approached Sagentia to re-invent confectionary products using only natural, sustainable and clean-label ingredients. Competitive formulations are not perceived as giving the consumer the same sensorial qualities as the product made with artificial ingredients.

Sagentia identified natural functional materials that could provide suitable chemical, physical, and textural properties for use in the product. Formulation concepts were generated which theoretically could deliver the target sensorial and textural attributes. The naturally based formulations were then created in a kitchen environment and evaluated for performance using tailor-made *in vitro* methodologies and an expert sensory panel.

Our formulation performed on par with the predicate (artificial) formulation, enabling the client to take development on internally to scale-up tasks.

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