

Reinventing a confectionery product using only natural ingredients



Expertise and domain knowledge

- Food and Beverage
- Confectionery
- Formulation
- Ingredient science
- Sensorial science
- Panel research
- Sustainability





Our client asked:

Our client, a global confectionery company, approached us to re-invent confectionery 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.

The project story:

- Sagentia Innovation 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.

Contact us

info@sagentiainnovation.com

+44 1223 875200

www.sagentiainnovation.com

Results: deliverables and outcomes

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