

# Ingredient support trajectory

## 1 Identify Applications

beverages      dairy  
ice cream  
emulsions  
fried foods  
soups & sauces  
powders



## 2 Build Evidence of USP

sensory  
health  
texture  
flavor  
microbiology



## 3 Convince with Samples

exhibitions  
trade fairs  
customer visits



## 4 Implementation Support



Product	Expertise	Application & Production Facilities			
		kitchen	lab	pilot	details
Dairy Ripened & fresh cheeses Processed cheese Yoghurt Desserts Mousse	◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆	✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	170 mg micro cheese up to 2000 L production scale 4 L and 40 L batch size Stephan cutters Variable sizes batch fermentation reactors Continuous UHT up to 125 L/h Upstream/downstream homogenization ≤1500 bar Mondomix aerator
Ice cream	◆◆◆◆◆		✓	✓	4 L (lab scale) and 80 L (WCB Ice Cream MF-50)
Savoury Mayonnaise Ketchup Dressings Soups Spreads	◆◆◆◆ ◆◆◆◆ ◆◆◆◆ ◆◆◆◆ ◆◆◆◆ ◆◆	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	Limitech centrifugal mixer up to 150 L batch size 4 and 40 L batch size Stephan cutters Continuous votators 40 L/h
Fried Products French fries Battered snacks	◆◆◆◆◆ ◆◆◆◆◆	✓ ✓			Two side-by-side 15 L blanchers Two side-by-side 15 L deep fryers
Beverages Dairy Soy Fruit / Vegetable juice Soft drinks (non-carbonated)	◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆ ◆◆◆◆◆	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	UHT up to 125 L/h Limitech centrifugal mixer up to 150 L batch size Bag in box from 2 to 10 L (aseptic) Flexible filling (laminar flow cabinet)
Bakery Bread Biscuits & cakes	◆◆ ◆◆◆◆	✓ ✓			200 L Combi-steam oven

# 1. Identify application potential

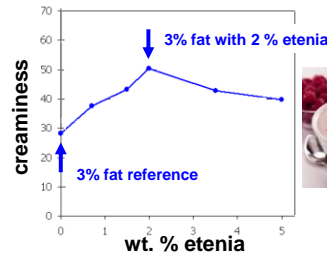
- NEED** Rapid insight into new applications for your ingredient
- SOLUTION** A one-day interactive quick scan of up to six product applications
- WHY NIZO** A partner with a broad view of the food market, and practical development experience



for example...  
we worked together with  
**solanic**  
to make innovative products  
using modified potato proteins

# 2. Build evidence of USP

- NEED** Convince your customers with clear evidence of the added-value benefits
- SOLUTION** Production, physical or sensory testing, professional reporting
- WHY NIZO** Reliable, professional source for clear convincing evidence



for example...  
we gathered evidence for  
**AVEBE**  
on the improved creaminess  
of their new starch, etenia\*

\*which won the 2009 Food Valley award!



# 3. Convince with samples

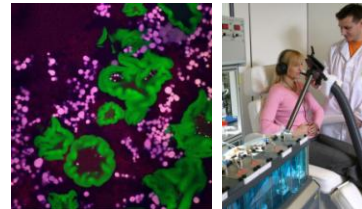
- NEED** High quality samples which show your ingredient's full potential
- SOLUTION** Optimization and production of a wide variety of product types
- WHY NIZO** Food grade production facilities and development specialists



for example...  
we developed and produced  
the drink mix used by  
**BIOlactis**  
in multi-centered clinical trials

# 4. Support implementation

- NEED** Urgent solution for a development bottleneck (instability, off-flavours, textural changes,...)
- SOLUTION** In depth analysis (CLSM, olfactometry, MS-nose, ...) and expert advice
- WHY NIZO** Extensive analytical skills and unrivaled experience in food



for example...  
we helped the  
**TIFOOD NUTRITION**  
rapidly solve a product problem to  
produce a smooth high protein custard

