



Melody

Hitting all the right notes in sugar reduced flavored yogurts.

Consumers around the world say that reducing sugar is their top dietary priority¹. But, putting this into practice has been a challenge, especially since taste is the #1 driver behind what people choose to eat and drink¹. Delivering the full, vibrant taste of flavored yogurt, with less of the sweet stuff inside? That's no easy feat. However, we believe the right symphony of sugar reduction technologies and natural flavors could lead to your next big hit.



Download the leaflet here:



¹ dsm-firmenich Change Lenz Wave 5 Consumer Food & Drink Behavior Tracking Qualitative research, 2023.

Melody

Sugar reduced strawberry yogurt that balances improved nutrition, health, and vibrant taste and texture.



Benefits

- ✓ 40% reduced added sugar
- ✓ No high intensity sweeteners
- ✓ Improved Nutri-score (C to B)
- ✓ Clean Label
- ✓ Natural flavors
- ✓ Easier to digest (low lactose)

Ingredients list

Whole milk, strawberry, sugar, skimmed milk powder, starch, pectin, citric acid, natural flavorings.

Allergens: contains milk.

Nutrition facts per 100 ml

Reference Full Sugar

Energy (kj)	360
Energy (kcal)	86
Fat (g)	2.7
Of which saturates (g)	1.8
Carbohydrates (g)	11.9
Of which sugar (g)	11.6
Fibre (g)	0.1
Protein (g)	3.3

Melody Sugar reduced

Energy (kj)	315
Energy (kcal)	75
Fat (g)	2.7
Of which saturates (g)	1.8
Carbohydrates (g)	9.3
Of which sugar (g)	9.0
Fibre (g)	0.1
Protein (g)	3.3



Our Hero Ingredients for Sugar Reduction

- ✓ **Maxilact®SUPER lactase**
Unlocks the natural sweetness by lactose hydrolysis, working cohesively with TasteGEM® to amplify overall sweetness.
- ✓ **TasteGEM® SW natural flavor**
High performance flavor solution that amplifies overall taste and flavor without the use of sweeteners.

Featuring

- ✓ **Best in Class Strawberry natural flavor**
Authentic fresh berry flavor specially designed for low sugar fermented dairy products.
- ✓ **Delvo®Fresh starter cultures**
Specially selected for sugar reduction, for fermentation, finetuning/supporting flavor, texture and mouthfeel – here a good match with strawberry.
- ✓ **Pectner™ pectin**
For the optimal fruit preparation solution.

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