

Danisco

Danisco offers healthy and cost-effective solutions to dairy manufacturers

HOWARU™ probiotics bring health to everyday life

Premium quality probiotic cultures from Danisco bring valuable opportunities for dairy processors to promote good health and well-being. Numerous human clinical studies today confirm the beneficial properties of the Danisco probiotic cultures range, HOWARU™ Premium Probiotics.

The general definition for probiotics is: live microorganisms that, when administered in adequate amounts, confer a health benefit on the host. Danisco's HOWARU™ premium probiotics are unique not only for their condition-specific formulations but also for their clinically proven results.

Gastrointestinal health, well-being and immune system modulation are now highly documented and well-established areas of beneficial effect for HOWARU™ Dophilus, Bifido and Rhamnosus.

More recent evidence has demonstrated the ability of HOWARU™ probiotics to promote health in new areas. Danisco has just introduced HOWARU™ Protect which was shown to reduce cold and flu symptoms and HOWARU™ Restore was shown to restore a well-balanced gut microflora after antibiotic treatment.

For dairy manufacturers looking for an innovative beverage concept, Danisco has created HOWARU™ Kefir. With its fizzy, nutty flavour and Caucasian origins, HOWARU™ Kefir responds to the growing interest in healthy ethnic drinks.

HOWARU™ Premium Probiotics are a well-documented range of world-class cultures. In addition, they also comprise a consumer-friendly brand and logo supported by a global consumer educational programme and website (www.howaru.com).

With health and nutrition today a key focus area, Danisco is committed to help-



ing dairy manufacturers meet the growing demand for convenient products that enhance general consumer wellbeing.

New mild flavoured cultures provide body, texture, and mouthfeel show potential to save ingredient costs

Reducing by up to 1% the addition of solids while providing rich mouthfeel, YO-MIX™ Quick 883 LYO and the YO-MIX™ 860 and 850 FRO series rise to the challenges of today's yogurt manufacture. These blends show high acidification speed while limited post-manufacture acidification to ensure yogurts maintain their mild flavour throughout shelf life. Freeze-dried YO-MIX™ Quick 883 and the frozen YO-MIX™ 860 and 850 series also increase processing capacity and flexibility.

In each of the new YO-MIX™ cultures, unique patented strains with an outstanding capacity to produce ExoPolySaccharides (EPS) during fermentation secure a particularly high level of creaminess and viscosity compared to other yogurt cultures on the market. It is this property that can allow dairy manufacturers to reduce the content of costly



milk solids non fat in set, stirred and drinking yogurt formulations – without compromising on the creamy mouthfeel and mild taste preferred by many of today's consumers.

To request more information about the HOWARU™ Premium Probiotics or the YO-MIX Yogurt Cultures ranges, please contact your Danisco representative at (1) 800-255-6837.

