

## Danisco

**Cut costs, not quality, with Danisco's GRINDSTED® IcePro family of stabilizers.**

Volatile milk prices are always a concern for ice cream manufacturers, because of their direct affect on butterfat and dairy solids costs. Recently skyrocketing dairy solids prices made headlines everywhere. Price increases like these obviously impact the bottom line, but can dairy solids and butterfat be reduced in ice cream without negatively impacting quality? It's a classic quandary—reduce costs or maintain quality?

Why not do both? Today's ice cream processors can offer consumers the ability to have their great tasting ice cream and eat it too with a little help from Danisco. GRINDSTED® IcePro stabilizer systems actually reduce the overall cost of ice cream, because ice cream manufacturers can reduce butterfat and dairy solids content. The bonus for manufacturers in using IcePro for cost reduction is the added health and wellness benefit of less fat.

Often making healthy products raises production costs because of what has to be added to formulations to keep the quality level. That's not the case here. IcePro lets manufacturers reduce the amount of butterfat and dairy solids in their products—the net effect is a cost-reduction, not quality reduction. It also has the added benefit of protecting against the quality defects found commonly in ice cream over the course of the product's shelf life.

### Healthy desires

Consumer demand for healthy indulgences is driving growth in the low fat and low fat/no sugar ice cream segments. Typically, up to a 50 percent reduction in butterfat can be achieved using IcePro. Sensory tests confirm that low fat ice cream with 5 to 7 percent butterfat is perceived, in eating quality, to be equal to that of full fat formulations with 10 to 12 percent butterfat. Similar results were achieved with soft serve formulations. A

soft serve product with 2 percent butterfat, maintained the sensory characteristics of a 5 to 7 percent butterfat product.

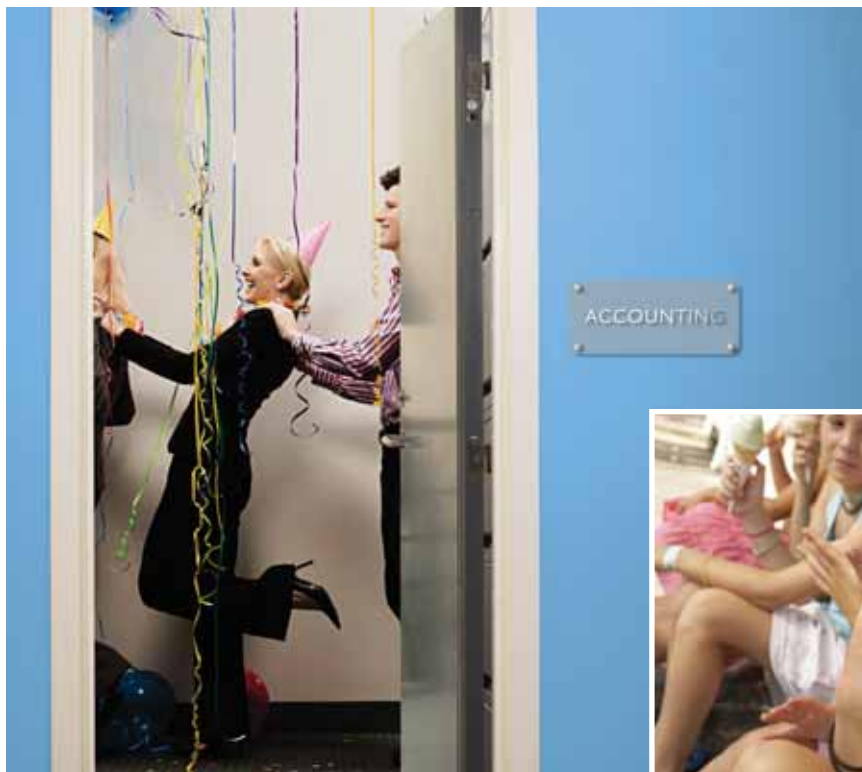
IcePro helps make products healthier, while satisfying the customer's palate and reducing cost. "Customers told us that when they started using IcePro their quality complaints went down," says Jennifer Lindsey, Danisco Dairy Industry Manager. "In fact, they had customers call in and say, 'Wow, what did you do to this ice cream? It's great!'"

With IcePro, consumers will still love the flavor and mouthfeel of reduced butterfat ice cream and accounting will love the savings. To keep premium products generating profits, use IcePro—it just makes cents.

The GRINDSTED® IcePro family of stabilizers includes:

- **IcePro** stabilizer blend – developed for standard ice cream
- **IcePro LF** stabilizer blend—developed specifically for low fat/reduced fat ice cream systems.
- **IcePro SS** stabilizer blend—developed specifically for soft serve ice cream formulations.

To learn more, or to obtain a sample of GRINDSTED® IcePro, contact your Danisco representative at 1-800-255-6837.



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First you add knowledge...

