



Excessive sugar consumption is a contributing factor for non-communicable diseases such as diabetes, which currently affects 9% of the global population.

Although data indicate that 65% of European consumers are now concerned about hidden sugars in packaged food, natural low-sugar food products are not widely available (manufacturers have problems finding sugar replacers in terms of technological properties) and are significantly less prevalent (consumers are used to high sugar content products).

The Project

PERFECT project will develop **healthier innovative sugar-reduced products** based on three main strategies:



- >> The use of **novel plant-based sugar replacers** (anticipated to be cleaner label, lower in calories, lower in glycaemic load and higher in fibre).
- >> **Multisensory interactions** with sweetness-congruent flavours.
- >> Innovative technologies which enable the creation of **new microstructures** that can enhance the sensory perception.

Expected Outcomes

New sugar-reduced (with, at least, a 30% sugar reduction) **extruded cereals, snack bars** and **biscuits** with improved sensorial and nutritional values at a **competitive cost** compared to conventional sugar replacers.

The expected clean(er) labels and the high sensory quality of these value-added food products will enhance consumer trust and acceptance for these types of goods.

Consumer Focus



As a consumer-centric activity, the PERFECT proposal will **integrate consumers throughout the whole project**.

Co-creation activities will enable the design of healthier and highly acceptable sugar-reduced cereal-based products and consumer tests will be done to ensure the final acceptability of the developed products.

