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Plant Extract for Reduced-sugar Foods, including Extruded Cereals, bars & biscuits using innovative processing Technologies #EITFOOD_PERFECT



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EIT Food is supported by the EIT a body of the European Union

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 a cceptable sugar-reduced cereal-based products and consumer tests will be done to ensure the final acceptability of the developed products.









