

# Reduce added sugar in fermented dairy products, naturally

NOLA® Fit is a highly efficient, cost-attractive innovative enzyme solution that allows dairy producers to reduce or remove lactose - and simultaneously reduce added sugar in yogurt.

With consumers' increasing concerns on their own health and wellness, sugar reduced products are becoming more and more popular globally. According to Mintel data, 21% of global fresh dairy launches in 2020 are claimed as 'low/reduced sugar', 'no added sugar' and 'sugar free', and this sugar reduced concept launches have grown nearly 110% between 2015 and 2020.

A yogurt a day keeps the doctor away - at least that is the healthy image that we would prefer to believe for dairy products. Unfortunately, the sugar levels in yogurts have reached levels where consumers compare yogurts to soft drinks and candy! An average pot of yogurt contains 12% sugar, and many of them contain even more. This creates concerns for the consumers, health practitioners and ultimately, the producers of yogurt.

## Dairy manufacturers under pressure to reduce sugar

Health organizations, governments and retailers are setting objectives to reduce sugar in foods while consumers are increasingly focusing on sugar content and looking for healthy, natural products that taste great. This means dairy manufacturers are experiencing pressure to reduce added sugar in their products, especially in yogurt.

But finding healthy and tasty solutions to reduce sugar can be challenging. Most alternatives have drawbacks; for example, artificial sweeteners are perceived to be unhealthy, and more recent development on natural sugar alternatives have issues with off-flavor.

## Natural solutions for less added sugar

Chr. Hansen introduces a natural solution NOLA® Fit enzyme, which can create natural sweetness with the authentic flavor of dairy products.

- NOLA® Fit is a highly efficient, cost-attractive innovative enzyme solution that allows dairy producers to reduce or remove lactose - and simultaneously reduce added sugar in yogurt by at least 1-1.5 g per 100g of yogurt without impacting the sweetness of the final product.

## Main Benefits of using NOLA® Fit enzyme for reducing sucrose in fermented milk

- High activity across a broad pH range is perfect for fermented milk
- High sweetness formation if applied with the NOLA® Fit complementary culture
- Premium flavor products secured by the high purity of the enzyme
- Option for going lactose free at the same time


## Working for a sustainable future

In 2020, Chr. Hansen was ranked as the world's most sustainable food ingredient company.

- We are proud of this achievement, but we did not get here alone, says Katarzyna McCall, Senior Commercial Development Manager within fresh dairy.

- We rely on our customers to bring our products to life within the marketplace, and we are eager to find solutions that can help them realize their strategic goals while improving food and health - not only for this generation but for the generations to come. ●

CHR HANSEN



**Reduce added sugar  
in dairy products  
while keeping  
the sweetness  
with the innovative  
NOLA® Fit enzyme**

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**CHR HANSEN**

*Improving food & health*