



YOGURT CREAM FILLING

Real yogurt flavor and mouthfeel at a lower price point than traditional yogurt.

Consumers' Dairy Expectations

Real dairy is beloved by consumers:

- **60%** say "I enjoy dairy"¹
- Almost all, **98% of U.S. adults consume dairy**²

But real dairy is often backed by a real price tag, and today's consumers are increasingly more concerned about the rising prices of foods and beverages. Both cost and taste are non-negotiables for consumers—food and drink must taste good and be worth the cost.³

Taste is, and likely will remain, the #1 purchase driver for consumers, but cost is a close second. More than three in four Americans (76%) say price

is highly impactful on their decision to buy foods and beverages, an increase from the previous year's results (68%).⁴

CHALLENGE:

How to deliver delicious yogurt taste and desirable texture at a price point that appeals to today's consumers.

The key to meeting this challenge was the ability to maintain an appealing yogurt taste and texture, while reducing inclusion levels of expensive dairy ingredients, which in turn reduces price per batch.

Strategy

- Replace a portion of the cultured yogurt powder ingredient with Butter Buds® Yogurt Buds.
- Increase maltodextrin content to thicken and increase volume.



SOLUTION:

The cultured yogurt powder content was reduced from 6% to 3%. That 3% was replaced with:

- Yogurt Buds (1% of test recipe)
- Maltodextrin (10.7% of test recipe)

At just 1% usage rate in the test recipe, Yogurt Buds added the required richness and tangy notes of cultured yogurt.

This replacement of cultured yogurt powder with Yogurt Buds results in a 7% cost reduction, or \$8.77 per 100 lb batch.



Yogurt Buds

Premium yogurt experience from a water-soluble dairy concentrate.

Description:

Medium cultured yogurt middle notes with slight sweet and tangy base notes.

Usage level:

0.10 - 1.00%

Applications:

Beverages, spreads, confectionery, bakery fillings and dessert mixes.

Butter Buds® real dairy concentrates provide functionality—including mouthfeel, taste, texture and masking off-notes—as well as delicious flavor.

Perfecting the art and science of taste and texture, we help make food and beverages taste delicious. We are dairy experts because we work with real dairy. Our products help your bottom line due to their low usage rates. And our technical expertise and knowledge can help with speed to market, scalability and commercialization efforts

¹ Mintel Dairy Alternatives – US – 2023

² Mintel, Trending Flavors and Ingredients in Dairy – US – 2022

³ Mintel's 2024 Global Food & Drink Trends

⁴ International Food Information Council, 2023 Food & Health Survey, 23 May 2023