



Conceptual food products at Gulfood Manufacturing 2024

- bridging the gap from idea to implementation

Content summary

12 conceptual products!



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Dairy





Immunity milk

- Everyday milk with postbiotics



Glass of pure **vitality** – a **stronger** you

Creamy, wholesome glass of fresh, white milk that not only delights your taste buds but also **supercharges** your **health**. Infused with **postbiotics**, is a boost to your **immunity** and **gut health**. Every sip was crafted to support your **body's defenses** while nurturing a happy gut. Postbiotics works tirelessly to promote a **balanced microbiome**, helping you feel your **best** from the **inside out**. Whether you're pouring it over your morning cereal, blending it into smoothies, or simply enjoying it straight from the glass, it makes healthy living effortless and **enjoyable**



Upsides

When you combine the **immune-boosting** and **gut-nurturing** benefits of postbiotics with the rich nutrition of white milk, you create a **powerful** beverage that supports overall health and vitality. This dynamic duo not only enhances your everyday meals but also makes healthy living





“White milk with postbiotics”

So, what are we tasting at GFM 2024?

Nutrition Facts	100 ml
Calories	51
Total Fat	1,5g
Saturated Fat	0,9g
Trans Fat	0,1g
Cholesterol	4mg
Sodium	42mg
Total Carbohydrate	5,8g
Dietary Fibers	0,0g
Total Sugars	5,8g
Includes added sugar	0,0g
Protein	3,4g

Ingredients list
Water, skimmed milk powder, milk cream, stabilizers, immunity-blend postbiotics, selenium

- Processing parameters**
- High shear all powders and liquids at 50°C
 - Adjust pH to 6,80
 - Hydrate 30 min w. slow agitation, 50°C
 - Preheating 70°C
 - Direct UHT at 141°C/5 sec
 - Flash cooling 70°C
 - Two stage homogenization 250/50 bar
 - Cooling and aseptic filling 15°C with N2 headspace





SunMilk

Affordable white milk beverage, replacing parts of milk solids with sunflower proteins



The best choice for starting **everyday**

By **replacing part of the milk solids with sunflower protein**, we've created a product that's not only **healthier** but also **more economical**. The sunflower protein has a **rich amino-acid profile, good amount of fibers and great combination of mineral and vitamins**.

And despite being lighter on your pocket, our sunflower protein recombined milk **doesn't compromise on taste or mouthfeel**. Thanks to the fiber content in sunflower protein, it still provides that **creamy sensation** you love

Sun-Milk.

(~94% milk)



Recomb. milk

(~96% milk)

Price position

Cost index

Fresh milk

(100% milk)

Most affordable alternative!





So, what are we tasting at GFM 2024?

“SunMilk - Milk with benefits”

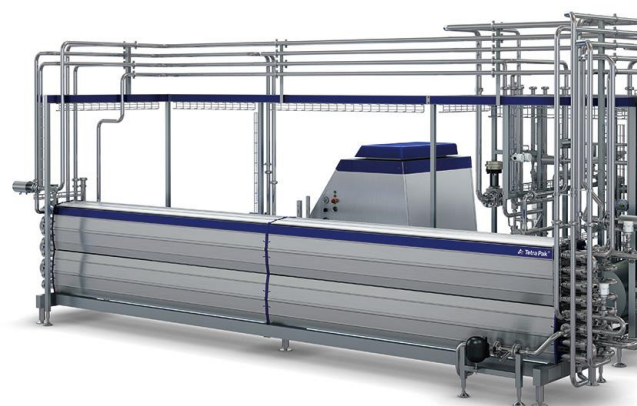
Nutrition Facts	100 ml
Calories	62
Total Fat	3,2g
Saturated Fat	2,7g
Trans Fat	0,1g
Cholesterol	0mg
Sodium	27mg
Total Carbohydrate	4,8g
Dietary Fibers	0,5g
Total Sugars	4,8g
Includes added sugar	1,0g
Protein	3,2g

Ingredients list

Water, skimmed milk powder, vegetable oil, sunflower protein, sugar, stabilizers

Processing parameters

- High shear all powders and liquids at 50°C
- Adjust pH to 6.8
- Hydrate 30 min w. slow agitation, 50°C
- Preheating 70°C
- Direct UHT at 141°C/5 sec
- Flash cooling 70°C
- Two stage homogenization 400/50 bars
- Cooling and aseptic filling 15°C with N2 headspace





Kids bubble-gum milk

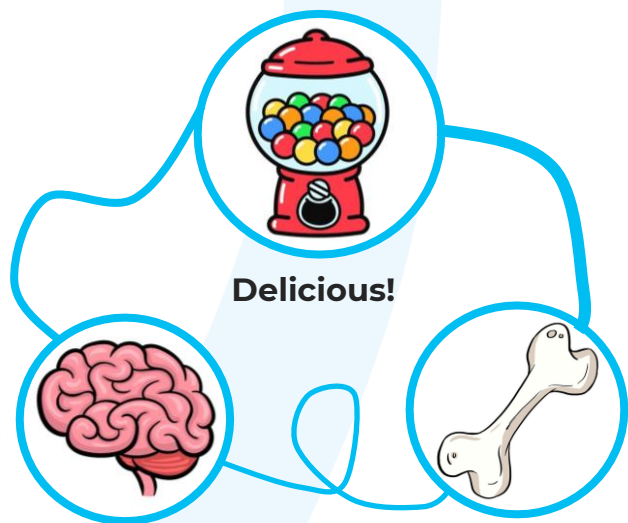
Healthy snack alternative for your kids, supporting cognitive and bone development during their growth phase.



Supporting your child's development

Give your child the nutrition they need with our advanced formula containing strong ingredients to support all **cognitive and brain development** in early stage of their lives.

This **low sugar** recipe can still promote the development of **strong bones**, fostering a **healthy growth**. All of this, in a kid-friendly **Bubble gum** flavor!



MFGM protein and B group vitamins

Calcium-enriched

Concept:

“Kids brain milk”

Product Description

Give your child the nutrition they need with our advanced formula containing strong ingredients to support all **cognitive and brain development** in early stage of their lives.

This **low sugar** recipe can still promote the development of **strong bones**, fostering a **healthy growth**. All of this, in a kid-friendly **Bubble gum** flavor!

Flavour

Bubble gum (tutti frutti)

Package type/Size

TPA edge 200



Positioning Claims

Contains MFGM protein
Contains Vitamins B2, B3, B6 and B9
Enriched with Calcium
Low in sugar

Recommended price (EUR)

0,60 – 0,80 EUR/ 250 ml

Consumer target

Moms of 1-10 years old kids who struggle with their kids' daily nourishment routine due to the unappealing flavors of healthy food and who are worried about their kids cognitive development



So, what are we tasting at GFM 2024?

“Bubble-gum milk”

Nutrition Facts	100 ml
Calories	60
Total Fat	2,0g
Saturated Fat	1,6g
Trans Fat	0,1g
Cholesterol	19mg
Sodium	9mg
Total Carbohydrate	7,7g
Dietary Fibers	0,0g
Total Sugars	7,7g
Includes added sugar	3,0g
Protein	3,1g

Ingredients list

Water, whey powder, Milk Fat Globule Membrane (MFGM) protein, sugar, skimmed milk powder, vegetable oil, Calcium phosphate lactose, stabilizers, flavors, vitamins

Processing parameters

High shear all powders and liquids at 50°C

Adjust pH to 6.80

Hydrate 30 min w. slow agitation, 50°C

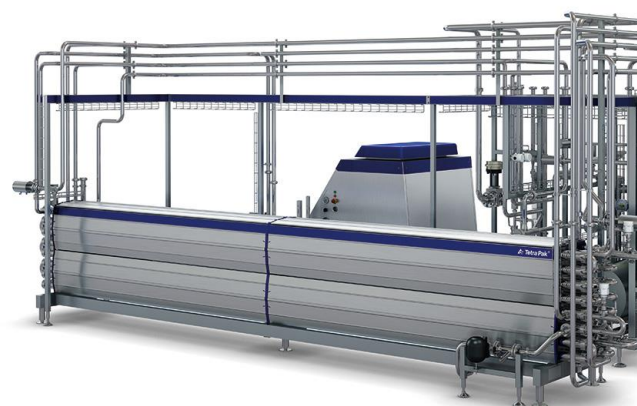
Preheating 70°C

Direct UHT at 141°C/5 sec

Flash cooling 70°C

Two stage homogenization 200/50 bars

Cooling and aseptic filling 20°C with N2 headspace



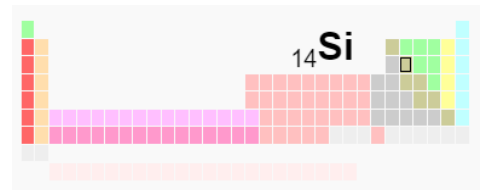


Healthy-ageing honey milk

A honey flavoured semi-skimmed milk fortified with silicium for a maximum absorption of joint supportive collagen, calcium and zinc



Silicium for beauty and healthy-ageing

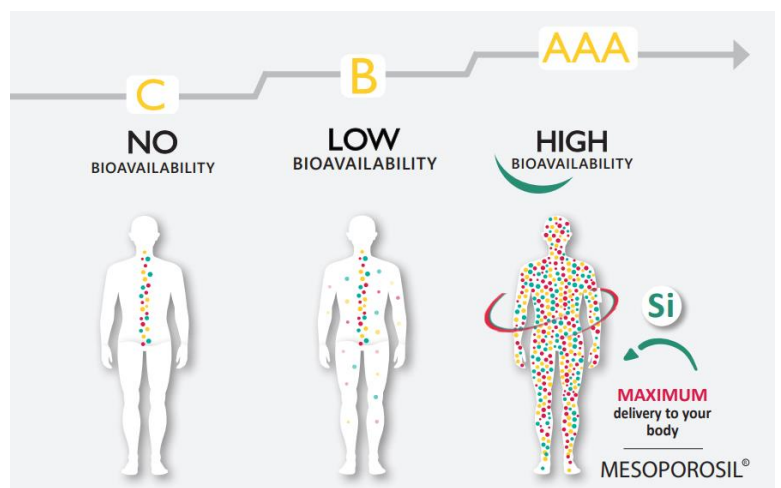


What is Silicium?

Silicium (Si) is the 2nd most abundant element in the Earth's crust after carbon.

In nature, silicium exists in forms such as Silicium dioxide (silica) or silicates and ortho silicic acid (OSA) in water and fluids.

Silicium is naturally formed when the concentration of OSA in water becomes higher than 0.1%.



Why Silicium?

Collagen is the most abundant protein in connective tissues.

BUT COLLAGEN ALONE HAS NO FUNCTION

Silicium is essential for the production and crosslinking of collagen fibres as it is implicated in collagen synthesis. Thanks to its binds with collagen elastin, keratin and proteoglycans, silicium contributes to the architecture, strength, durability and elasticity of connective tissues.

Silicium intake decreases with age and deprivation leads to abnormally shaped bones and cartilaginous tissue.



So, what are we tasting at GFM 2024?

“Honey milk”

Nutrition Facts	100 ml
Calories	59
Total Fat	1.5g
Saturated Fat	0.9g
Trans Fat	0.0g
Cholesterol	3mg
Sodium	42mg
Total Carbohydrate	7.9g
Dietary Fibers	0.0g
Total Sugars	7.9g
Includes added sugar	2.0g
Protein	4.5g

Ingredients list

Semi-skimmed milk, honey, collagen, selicium, calcium, zinc.

Processing parameters

High shear all powders and liquids at 50°C

Adjust pH to 6.80

Hydrate 30 min w. slow agitation, 50°C

Preheating 70°C

Direct UHT at 141°C/5 sec

Flash cooling 70°C

Two stage homogenization 200/50 bars

Cooling and aseptic filling 20°C with N2 headspace



Beverages





Detox juice

Detox juice made of mix of fruits and Lemongrass.
With postbiotics for metabolic-boosting



Hydrate, detoxify and relax in a quick and delicious way!

Your ultimate companion on the journey to a revitalized, balanced life, even in the middle of your fast-paced routine.

Lemon

Hydrates, detoxifies and aids **digestion**.

Blueberry

Rich antioxidant content (anthocyanins) and polyphenols that support **metabolism-boosting**

Lemongrass

Aids in **digestion**, have **anti-inflammatory** properties and helps you to **relax**.



With
10 billion cells

No sugar added!

Start your mornings with a pack of **detox cleanse** to kickstart your day on a healthy note. This **no sugar added juice** is perfect for post-workout replenishment, offering **hydration, refreshment** and supporting your fitness goals through **natural fruit mix and ferments** as **metabolism-boosting agents**



Concept:

“Detox juice with postbiotic”

Product Description

Start your mornings with a pack of **detox cleanse** to kickstart your day on a healthy note. This **no sugar added juice** is perfect for post-workout replenishment, offering **hydration, refreshment** and supporting your fitness goals through **natural fruit mix and ferments as metabolism-boosting agents**

Flavor

Mixed juices

Package type/Size

TPA edge 1000



Positioning Claims

Postbiotic

Over 50% of **natural fruit** content, source of **antioxidant, metabolism-boosting** active compounds

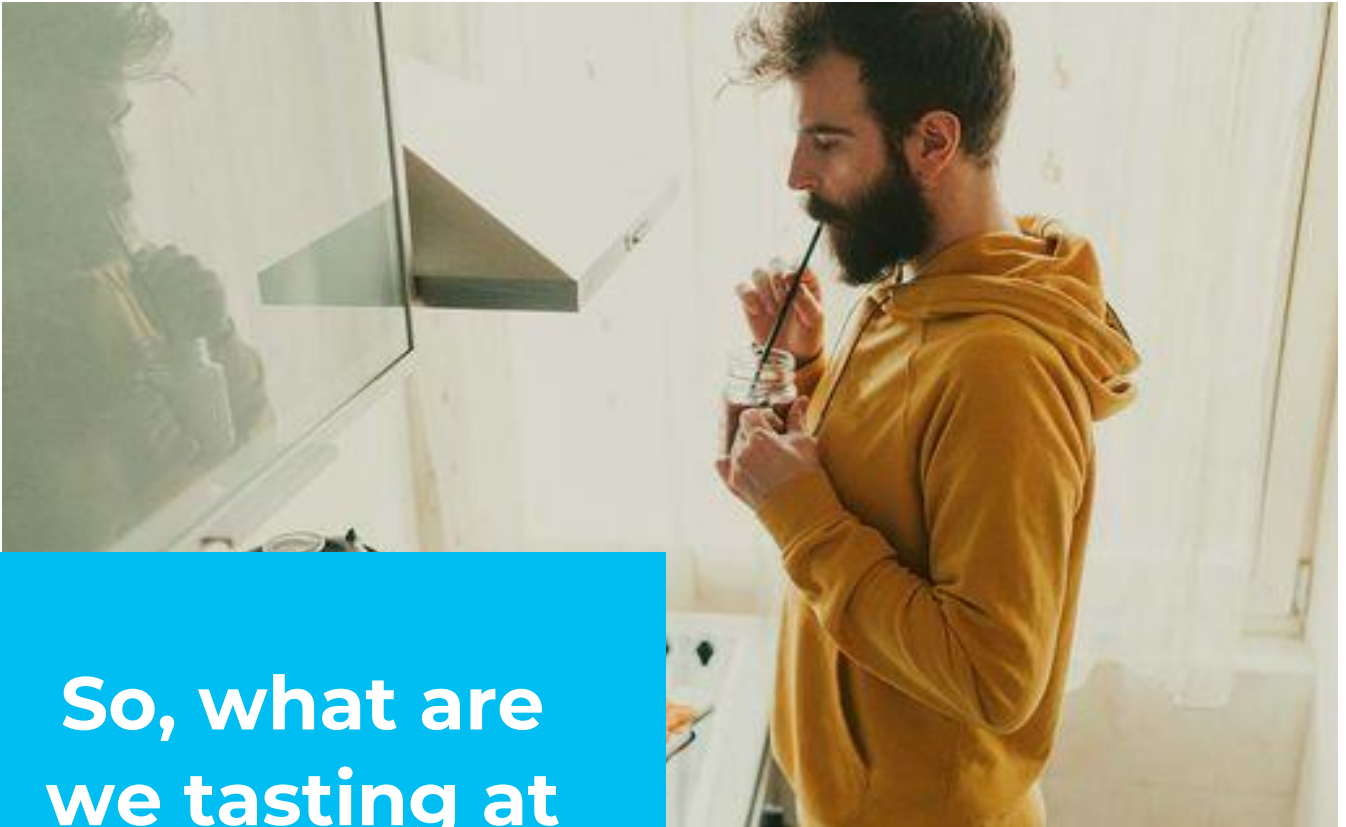
No sugar added

B Vitamins:

- Support on digestion

Consumer target

25 to 50 year old people worried with a healthy lifestyle, seeking for weight-loss supportive alternatives to drink during the day



So, what are we tasting at GFM 2024?

“Detox juice with postbiotic”

Nutrition Facts	100 ml
Calories	23
Total Fat	0,0g
Saturated Fat	0,0g
Trans Fat	0,0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	5,6g
Dietary Fibers	0,0g
Total Sugars	4,5g
Includes added sugar	0,0g
Protein	0,1g

Ingredients list

Water, apple juice, pineapple juice, lemon juice, grapefruit juice, blueberry juice, lemongrass extract, postbiotic, vitamin blend

Processing parameters

Add all powders and liquids at 10°C

Adjust pH to 3.90

Hydrate 10 min w. slow agitation, 10°C

Preheating 65°C

Pasteurisation at 95°C/30sec

Flash cooling 65°C

Cooling and aseptic filling 20°C





Beauty peach-rosemary mocktail

Rosemary infused peach based mocktail with
collagen peptides for skin health

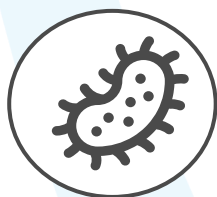


Have a guilt-free fun, anywhere!

Designed to invigorate your senses and elevate your well-being. Based on the essence of **ripe peaches**, **delicately infused with aromatic rosemary and ginger**, this meant-for-amusement product is **enriched with collagen, B vitamins and postbiotics**. It's the most pleasant way to take care of your **skin-health**, having a fun, **alcohol-less and guilt-free** moment.



Postbiotics



contributes to the maintenance of normal skin



Collagen



Several benefits for the skin, hair and nails



B Vitamins



Several benefits for the skin, hair and nails

Concept:

“Beauty Peach mocktail”

Product Description

Designed to invigorate your senses and elevate your well-being. Based on the essence of **ripe peaches, delicately infused with aromatic rosemary and ginger**, this meant-for-amusement product is enriched with **collagen and postbiotics**. It's the most pleasant way to take care of your **skin-health**, having a fun, alcohol-less and guilt-free moment.

Flavor

Peach-rosemary

Package type/Size

TPA edge 250



Positioning Claims

Postbiotic and essential micronutrient:

- Contributes to the maintenance of normal skin

Collagen:

- Reduces wrinkles and fine lines
- Increases elasticity
- Improves skin surface in cellulite
- Increases hair thickness
- Improves nail growth & strength

B Vitamins:

- Support important enzymes function on skin health, collagen synthesis and hydration

Consumer target

15 to 35 year old people worried with healthy ageing, both with skin elasticity but also with reducing alcohol consumption.



So, what are we tasting at GFM 2024?

“Collagen Peach-rosemary mocktail”

Nutrition Facts	100 ml
Calories	23
Total Fat	0,0g
Saturated Fat	0,0g
Trans Fat	0,0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	4,7g
Dietary Fibers	0,0g
Total Sugars	4,7g
Includes added sugar	4,0g
Protein	1,0g

Ingredients list

Water, Peach juice concentrate, sugar, Collagen, acidulant, Rosemary extract, Peach flavor, natural ginger extract, Postbiotic Zinc, Vitamin blend

Processing parameters

Add all powders and liquids at 10°C

Adjust pH to 3.90

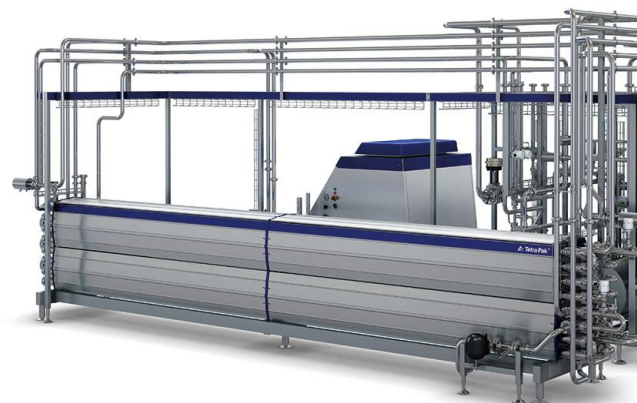
Hydrate 10 min w. slow agitation, 10°C

Preheating 65°C

Pasteurisation at 95°C/30 sec

Flash cooling 65°C

Cooling and aseptic filling 20°C





Cardamom-Chai Coffee

Revitalize your day with Cardamom-Chai Coffee
It is an energizing blend with coffee and aromatic
spices, ready to enjoy on the go or craft at home.



Convenience meets **flavor** in **every sip**

Experience a vibrant **energy boost** with our Cardamom-Chai Coffee. This invigorating blend marries the robust richness of coffee with the aromatic spices of cardamom and chai tea. Whether you're on the go with our ready-to-drink option or crafting a personalized brew at home, it offers a delightful fusion of flavors that **energizes** and **satisfies**. Elevate your daily routine with a sip of this bold, spiced **harmony** that **awakens** your senses and revitalizes your spirit. **Spice up** your day.



Upsides

The benefits of coffee blend seamlessly with the soothing properties of cardamom and chai. Coffee provides a **natural energy lift** and enhances **mental alertness**, while cardamom adds a touch of warmth and aids in **digestion**. Chai tea offers **anti-inflammatory** benefits and supports overall well-being. Together, they create a revitalizing drink that not only energizes but also **nourishes** your body and mind.

250 ml
Cardamom-
Chai Coffee

=

1 espresso





So, what are we tasting at GFM 2024?

Cardamom-Chai Coffee

Nutrition Facts	100 ml
Calories	33
Total Fat	0,0g
Saturated Fat	0,0g
Trans Fat	0,0g
Cholesterol	0mg
Sodium	143mg
Total Carbohydrate	7,8g
Dietary Fibers	0,2g
Total Sugars	2,9g
Includes added sugar	2,8g
Protein	0,0g

Ingredients list

Water, concentrated coffee infusion, instant coffee, sugar, natural chai flavor, cardamom extract

Processing parameters

High shear all powders and liquids at 5°C

Hydrate 30 min w. slow agitation, 50°C

Preheating 70°C

Direct UHT at 141°C/5 sec

Flash cooling 70°C

One stage homogenization 50 bar

Cooling and aseptic filling 15°C with N2 headspace



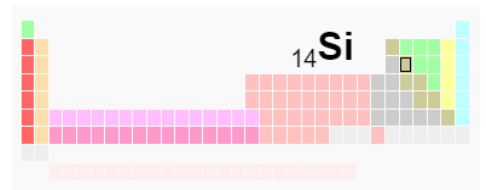


Juicy Glow Up

A dragon fruit, lemon and apple still drink with collagen, hyaluronic acid and silicium to increase the assimilation of the beauty benefits.



Silicium for beauty and healthy-ageing

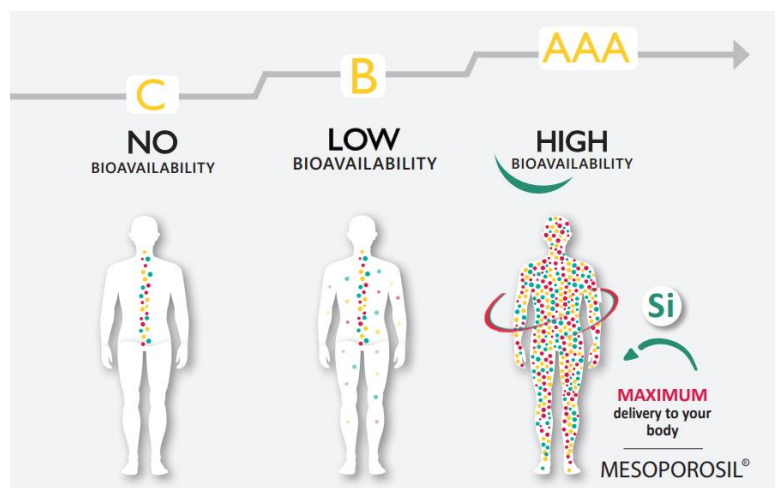


What is Silicium?

Silicium (Si) is the 2nd most abundant element in the Earth's crust after carbon.

In nature, silicium exists in forms such as Silicium dioxide (silica) or silicates and ortho silicic acid (OSA) in water and fluids.

Silicium is naturally formed when the concentration of OSA in water becomes higher than 0.1%.



Why Silicium?

Collagen is the most abundant protein in connective tissues.

BUT COLLAGEN ALONE HAS NO FUNCTION

Silicium is essential for the production and crosslinking of collagen fibres as it is implicated in collagen synthesis. Thanks to its binds with collagen elastin, keratin and proteoglycans, silicium contributes to the architecture, strength, durability and elasticity of connective tissues.

Silicium intake decreases with age and deprivation leads to abnormally shaped bones and cartilaginous tissue.



So, what are
we tasting at
GFM 2024?

“Dragon fruit,
lemon and apple
still drink”

Nutrition Facts	100 ml
Calories	45
Total Fat	0g
Saturated Fat	0.0g
Trans Fat	0.0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	11.0g
Dietary Fibers	0.5g
Total Sugars	10.0g
Includes added sugar	0.0g
Protein	0.0g

Ingredients list

Apple juice, dragon fruit juice, lemon juice, collagen, dragon fruit flavour, silicium

Processing parameters

Add all powders and liquids at 10°C

Adjust pH to 3.90

Hydrate 10 min w. slow agitation, 10°C

Preheating 65°C

Pasteurisation at 95°C/30sec

Flash cooling 65°C

Cooling and aseptic filling 20°C



Plant-based





Apricot pit Vegurt

A tasty creamy gurt made from apricot pit to reduce food waste



Creamy Vegurt with a more sustainable profile

Convenient creamy indulgence

Introducing a vegan “gurt”, the future of sustainable snacking! Crafted from upcycled apricot pits and nutrient-packed sunflower proteins, this deliciously creamy “gurt” is as kind to the planet as it is to your taste buds. The “gurt” combines affordability and eco-consciousness in every spoonful, with no need for costly equipment (CAPEX-free production). By transforming agricultural byproducts into a tasty, plant-based treat, we're reducing food waste while delivering rich flavours and essential nutrients. Whether you're enjoying it for breakfast, a snack, or as a dessert, the apricot “gurt” is the guilt-free choice for those who care about their health and the environment. Affordable, nutritious, and incredibly delicious, proves that sustainable choices don't have to break the bank. Join the movement towards a healthier planet and a happier you, one creamy bite at a time. Because with Vegurt, every bite makes a difference!





So, what are we tasting at GFM 2024?

“Apricot pit Vegurt”

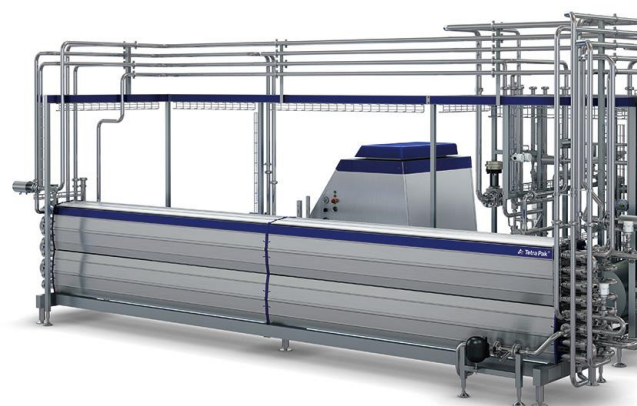
Nutrition Facts	100 ml
Calories	62
Total Fat	3.5g
Saturated Fat	0.3g
Trans Fat	0.0g
Cholesterol	0mg
Sodium	47mg
Total Carbohydrate	3.1g
Dietary Fibers	1.4g
Total Sugars	1.0g
Includes added sugar	0.5g
Protein	3.6g

Ingredients list

Water, apricot seeds paste blanched, sunflower protein, modified starch, sucrose, rapeseed oil, salt, pectin, bacteria culture

Processing parameters

Transfer water at 5°C
Add all ingredients
Hydrate 1 hour with slow agitation, 5°C
Preheat mix to 65°C
Two stage homogenization 200/50 bars
Pasteurize for 95°C/5 min
Ferment at 43°C until pH reaches ~4.2
Final heat treatment 75°C/25 sec
10°C smoothing, homogenizer 150 bar
Aseptic filling and ambient storage





Dark chocolate almond-sunflower beverage

Plant-based beverage: indulgent and
delicious product



Boost your taste experience with this delicious product based on almonds, chocolate and proteins from sunflower

Enjoy a truly indulgent experience with our exclusive almonds from California and sunflower protein: an irresistible treat enriched with protein. Crafted from the finest Californian almonds, this exquisite blend offers a smooth, dairy-free alternative that captivates with its rich flavour profile.





So, what are we tasting at GFM 2024?

“Sunflower chocolate drink”

Nutrition Facts	100 ml
Calories	53
Total Fat	1,8g
Saturated Fat	0,1g
Trans Fat	0,0g
Cholesterol	0mg
Sodium	59mg
Total Carbohydrate	7,0g
Dietary Fibers	0,6g
Total Sugars	6,7g
Includes added sugar	6,5g
Protein	1,8g

Ingredients list

Water, sugar cane, blanched light roasted almond butter, sunflower protein, cocoa, stabilizers, sea salt, sunflower lecithin, phosphates blend, aromas.

Processing parameters

Add all powder ingredients in a preheated water with high shear at 60°C

Hydrate 10 min w. slow agitation, 60°C

Add dark cocoa slurry previously pasteurized at 85°C/15min

Add Almond butter and sunflower protein

Add lecithin sunflower

Finally, add flavours

Indirect UHT system 143°C/ 6 sec

Flash cooling 80°C

Homogenization 300/50 bars

Cooling and aseptic filling 25°C





Fava beans soft serve ice cream

Green and delicious convenience



Elevate your soft serve game in food services with Fava

Convenient creamy indulgence

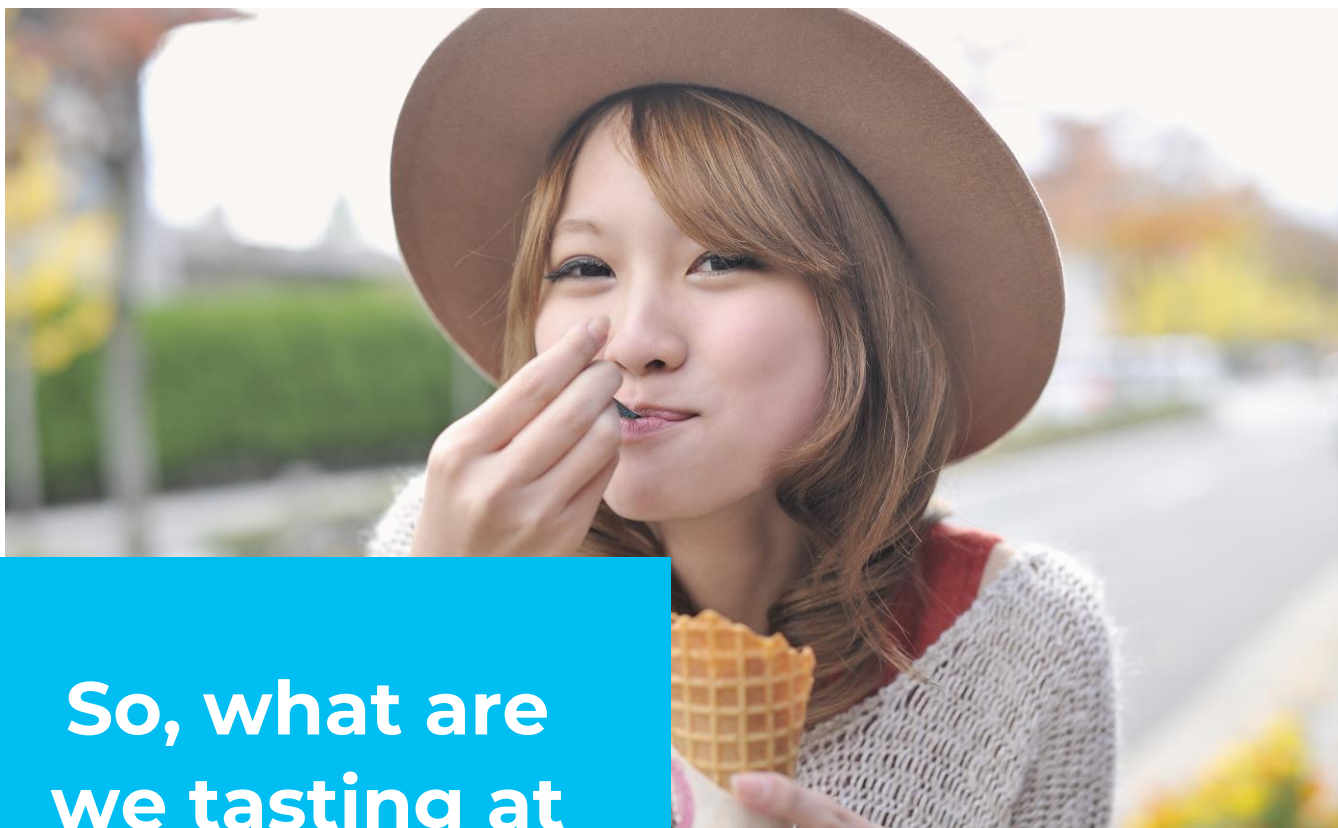
Our and efficient solution. With easy integration into soft serve fava bean ice cream mix isn't just a game-changer; it's a practical choice for food service professionals seeking a convenient chines, this mix streamlines the preparation process, ensuring that you can consistently deliver a high-quality, plant-based dessert experience to your customers. The versatility of fava beans shines through, offering a delectable alternative without compromising on taste, texture, or nutritional value.

Affordable alternative to whey shakes

Say farewell to the challenges of integrating plant-based options into your menu, as our mix not only delivers a delightful soft serve experience but also comes in large-size aseptic packages for effortless handling in food service.

Whether you're looking to cater to the rising demand for plant-based options or simply seeking an efficient solution for your food service needs, these efficiently packaged options ensures a seamless process for your operations, making it both cost-effective and performance-driven..





So, what are we tasting at GFM 2024?

“Fava soft serve”

Nutrition Facts	100 ml
Calories	135
Total Fat	5,1g
Saturated Fat	4,1g
Trans Fat	0,0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	21,7g
Dietary Fibers	0,4g
Total Sugars	16,1g
Includes added sugar	16,1g
Protein	1,2g

Ingredients list

Water, sucrose, glucose syrup, coconut oil, fava beans protein, emulsifiers, stabilizers, salt

Processing parameters

Add all powder ingredients in water with high shear at 50°C

Hydrate 30 min w. slow agitation, 50°C

Adjust pH to 6.80-7.00

Preheating 70°C

Direct steam injection 145°C/5 sec

Flash cooling 70°C

Homogenization 200/50 bars

Cooling and aseptic filling 20°C





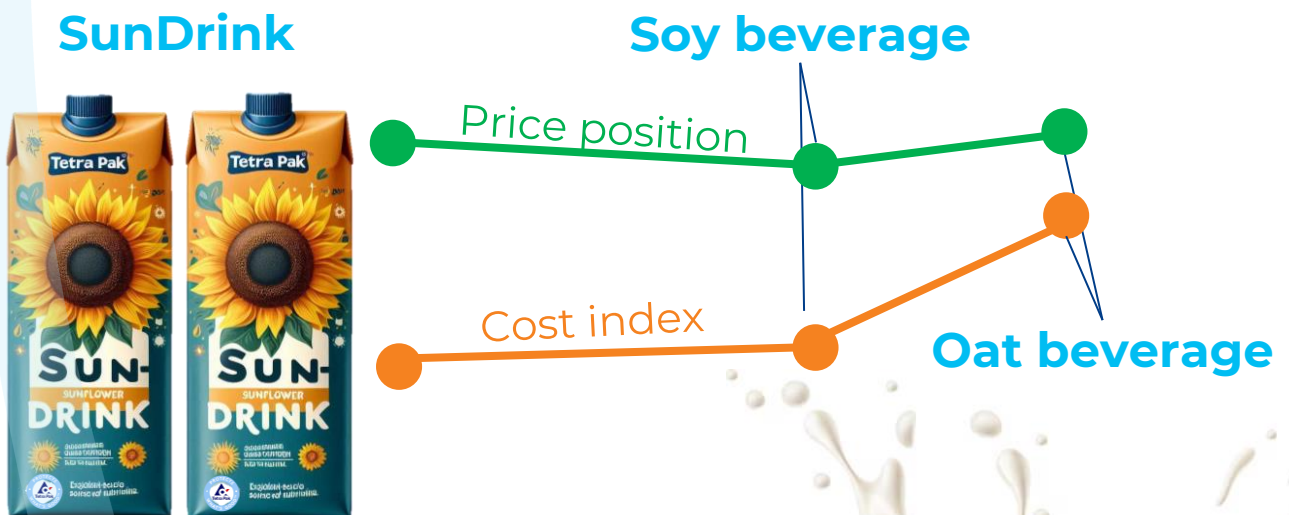
SunDrink

-Cost-effective and protein-enriched plant-based drink



Kickstart your day with a burst of **health** and **flavor**

By incorporating **sunflower protein** in place of some milk solids, we've developed a product that is both **healthier** and more **cost-effective**. Sunflower protein offers a robust **amino acid profile**, along with a good supply of **fiber** and a beneficial mix of **minerals** and **vitamins**. Despite its affordability, our sunflower protein-enriched plant-based beverage maintains excellent taste and mouthfeel. The fiber content in the sunflower protein ensures that it delivers the creamy texture you enjoy



Most affordable
alternative!





So, what are we tasting at GFM 2024?

“ Sunflower-drink ”

Nutrition Facts 100 ml

Calories	48
Total Fat	3,2g
Saturated Fat	2,7g
Trans Fat	0,1g
Cholesterol	0mg
Sodium	39mg
Total Carbohydrate	2,2g
Dietary Fibers	0,9g
Total Sugars	2,2g
Includes added sugar	2,0g
Protein	2,0g

Ingredients list

Water, vegetable oil, sunflower protein, sugar, stabilizers, salt

Processing parameters

- High shear all powders and liquids at 50°C
- Adjust pH to 6,80
- Hydrate 30 min w. slow agitation, 50°C
- Preheating 70°C
- Direct UHT at 141°C/5 sec
- Flash cooling 70°C
- Two stage homogenization 450/50 bar
- Cooling and aseptic filling 15°C with N2 headspace



