

Fit and fun cream

UP UNTIL NOW, NON-DAIRY CREAMS WERE MAINLY USED IN SOUTHERN AND EASTERN EUROPE IN NOTEWORTHY AMOUNTS. THIS MAY CHANGE NOW AS THE VEGETARIAN CREAM HAS POTENTIAL HEALTH AND WELLNESS BENEFITS



+ Non-dairy creams are contained in a handy Tetrapak Brik pack, can be stored at ambient temperatures of up to 20 °C and have a shelf life of up to 12 months because of the UHT treatment. While dairy cream can take up air up to 100% of its volume during whipping, non-dairy creams can take up more than 250%. Amongst others, it is this whipping capacity that makes non-dairy cream so appealing from the cost point of view compared to dairy cream.

Once whipped, non-dairy cream is much more stable than its dairy counterpart and it will keep this stability even after processing. Added to this, it is chill and freeze stable. Its range of application is broad; from fillings and decoration, desserts, mousses, puddings and crèmes to sauces and ice cream. It is purchased as a bland basic ingredient and can be flavored or combined with sugar and fruits.

The reason why non-dairy cream was hardly found in the bakeries and pastry shops in Central and Northern Europe

was its taste which is quite different from the taste of a cream of animal origin. Meanwhile, this difference has been minimized and the melting behavior as well as mouthfeel is now approaching the dairy cream properties.

Most decisive, however, is the impetus that non-dairy cream has been getting from the health and wellness trend which is developing on the global nutrition market. Cream of animal origin contains a significantly higher amount of saturated fatty acids, is considered to be responsible for weight gains and thus rather unhealthy and in short, more a product for coffee parties of older women than for the fit and fun generation. On the other hand, non-dairy creams can be perfectly labeled as non cholesterol, vegetarian, free from preservatives, non-GMO. Their favorable fat profile complies with the trend for light and healthy indulgence.

Its reputation has gained impetus as well, and even in the homeland of cream gateaux, Germany, 58% of consumers



Main suppliers in Europe

- | | |
|----------------------|---------------|
| + Campina NL | + Unifine D |
| + Friesland Food NL | + Unilever NL |
| + Debic/Hollandia NL | + Vortella D |
| + Puratos B | |

stated in a survey that they would prefer baked goods made with non-dairy cream over ones made with animal cream if they were given the choice. The reason for that is that consumers are convinced that they would then reduce calories and eat lighter and healthier food. Another purchasing decision was the expectation of getting a fresh and tasty product.

The improved reputation is mainly due to the marketing ideas of the fat producers. Unilever, for example, has launched a cream in smaller bottles within its Rama brand family. The product can be used in the same way as dairy cream while saving on calories and saturates. The Food Service Division of Meggle launched a similar product for canteen kitchens. It is a non-sweetened cream based on vegetable fat with a bland taste and a fat content of 25%. A variant of this product is now available as a sweet cream with vanilla flavor. +++

Non-dairy cream

In general, non-dairy cream, also called vegetarian cream or vegetable whipping cream, consists of a 75% water phase and a 25% fat phase. Emulsifiers ensure that the phases form an emulsion that can be whipped. The emulsifiers do not only ensure the stability of the emulsion but rather the volume and firmness of the foam produced from the cream through the introduction of air. The water phase contains sugar, caseinates or skimmed milk powder as well as stabilizers in solution.

Commonly, the cream is offered as a ready-to-use UHT liquid in specific types of packagings such as Tetrapaks. Sometimes, it is also available as a powder which has to be rehydrated with water prior to use.

The UHT thermal treatment is a modern sterilizing process for products made from milk and/or vegetable components in a continuous flow, followed by aseptic packaging.

The homogenized pre-heated product undergoes a short time heat treatment which brings it up in a few seconds to temperatures ranging from 145 to 150°C. An immediate cooling guarantees a very small heat influence on flavor and color. The main goal of the UHT process is the total destruction of microorganisms, pathogenic and others, and of spores. With the aid of a hermetically sealed container, the absence of harmful microflora guarantees a long shelf life. +++

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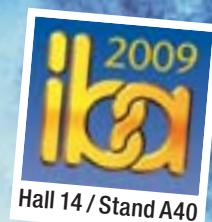
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