

9-Decenoic Acid, A Solution for Fat Reduction

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The Issue...

Keeping up with consumer demands and industry trends.

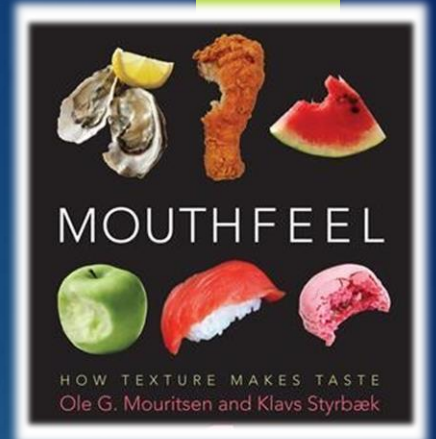
- ▶ Health conscious products
- ▶ Lower fat and sugar content
- ▶ Maintain same desirable taste



The Challenges...

Finding a creative way for food scientist to maintain flavors- while meeting consumer demands.

- ▶ Cover undesirable flavors and textures.
- ▶ Reduce the amount of fat and sugar.
- ▶ Create a synergy between mouthfeel and taste.

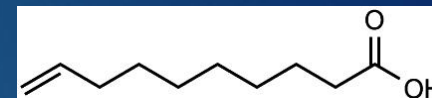


The Solution...

Bedoukian's 9-Decenoic Acid

BRI No. 891 | FEMA 3660

- ▶ **Taste:** Waxy, milky, fatty, creamy.
- ▶ **Flavor Use:** Excellent for adding a creamy mouthfeel and extending fatty notes in dairy-type applications, specifically milk. Great for enhancing butter formulas and imparting waxy notes in cheese flavors.
- ▶ **Recommended Use Level:** Up to 20 PPM



Product Demonstration...

Ingredient	Control	Cup A
Plain - Store Bought French Vanilla Iced Coffee	W/O	
9-Decenoic Acid (BRI No. 891)		23.0 PPM

Additional Applications...



Protein Beverages

Vanilla, Chocolate,
Banana, Mango



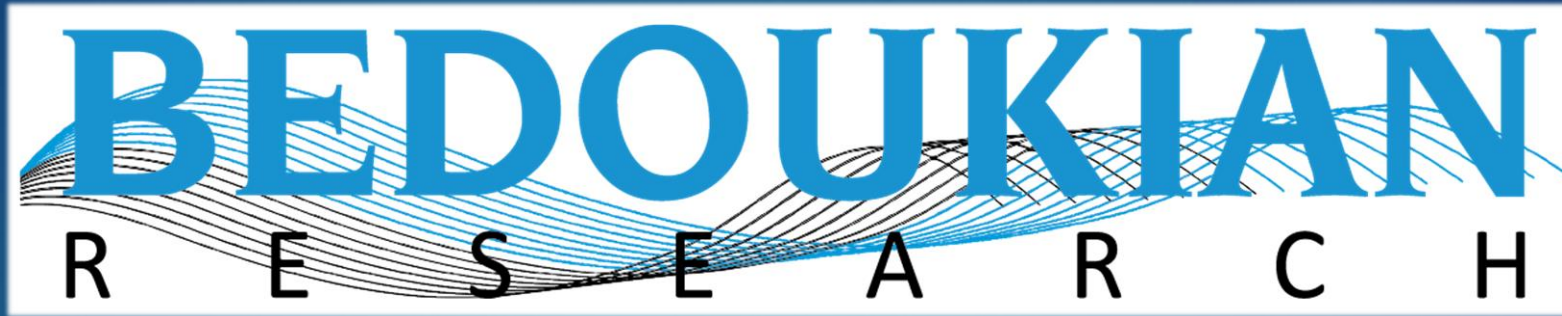
Coffee & Creamer

Regular
Reduced-Fat



Food & Dairy

Ice Cream
Frostings



**Would like to Thank You
for Your Time today!**

Julie Sathoud

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