

Elevating perceived value

How we enabled reduced-sugar, reduced-fat **frozen desserts (ice cream)** without compromising mouthfeel

Opportunity

Demand for better-for-you, cleaner-label ice cream continues to grow — but consumers expect both — great taste and better nutrition in equal measure. Reducing sugar and fat introduces a demanding set of formulation challenges: iciness, weak structure, poor meltdown, and loss of creaminess. Getting the balance right represents one of the category's most significant reformulation opportunities.

Customer Challenge

A customer aimed to launch healthier frozen desserts that could genuinely compete on taste and texture. Reducing fat and sugar created multiple simultaneous challenges — iciness, poor meltdown stability, reduced creaminess, shrinking and unstable air cells, and mix instability when traditional stabilisers were removed. The solution also needed to be cleaner-label, cost-efficient, and built on a reliable supply chain.

Solution

We developed a cleaner-label system combining PROMITOR® Soluble Fibre and NUTRAVA® Citrus Fibre to rebuild texture and sensory quality in reduced-sugar and reduced-fat ice cream. The system delivered smoother, creamier mouthfeel, improved meltdown resistance, and a more stable mix with reduced phase separation — achieving up to 50% fat reduction and 25% sugar reduction while maintaining a shorter, simpler ingredient list with recognisable ingredients.

Differentiation

We addressed the full complexity of better-for-you reformulation in a single, validated system. PROMITOR® and NUTRAVA® work together to deliver meaningful nutrition improvements — using clean-label, upcycled ingredients that perform consistently across hardpack, bars, and soft-serve formats, and remain stable through heat and storage. The result is a scalable, reliable platform that helps manufacturers bring healthier ice cream to market without asking consumers to compromise on the experience they love.

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The value you get

TATE & LYLE

From:
high fat and sugar,
reliance on additives

To:
better-for-you clean
label ice cream with no
compromise on taste

Better-for-you

-50% (fat)

-25% (sugar)



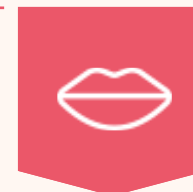
Cleaner Label

Replacing additives as guar, locust bean and other gums or cellulosics with clean label fibres



Target taste profile

Attributes enhanced:
Smooth
Softer



Deliver tastier, healthier formulations

Better-for-you Solutions
Up to 30% cost reduction

