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BY IMCD

# More than ICE CREAM, a guilt-free experience!

Ice cream is often associated with moments of indulgence. In this delicious experience, the more appealing attributes related to flavour and texture, the better. However, trend studies don't lie. The best ice cream moment these days is the one with "guilt-free indulgence".

At IMCD, we use our expertise and laboratories to improve recipes to a healthier and sustainable level, maintaining the flavour and texture experience. For this reason, we made a selection of ice cream concepts that answer the latest consumer trends, from well-being to environmentally friendly.

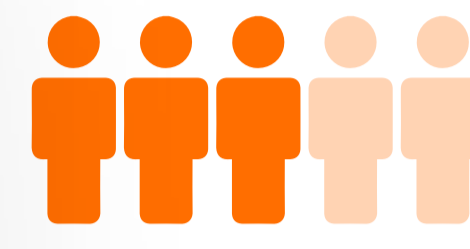
Veganism is the strongest trend within ethical marketing. Vegan friendly launches rose at a CAGR of

**28% over 2015-2019\***

### Plant-based Frozen Dessert

With **44% less sugar**, this plant-based frozen treat is source of **protein and fibre<sup>2</sup>** (5g per serving each). Made with **simple and natural ingredients**, its recipe is **free from mono- and diglycerides, artificial colours and preservatives**. To make the solution even better, it has an excellent texture and mouthfeel properties.

**44% less sugar**



**3 in 5** consumers indicate that they are interested in "learning more about where their food comes from and how its made"<sup>1</sup>

### Clean Label Ice Cream

For a **superior mouthfeel**, this **clean label** recipe is made with microparticulated whey protein concentrate and all-natural acacia gum, which assures its **smoothness and creaminess texture**. It also helps control ice crystal growth, promoting an **aeration touch** while being **source of protein and soluble fibre**.



Top trends in ice cream:

- **Low, reduced and no added sugar are now more important to consumers than reduced fat.**
- **Free From and Vegan** claims were named by 5-7% of consumers, as adoption of special diets increases.<sup>3</sup>

### Sugar-reduced Ice Cream

With **20% less sugar**, its formulation has **natural flavours** that result in a **delicious and indulgent taste**. The addition of acacia fibre and a 100% palm-free whipping solution makes its texture incredible while maintaining its good nutritional profile.

**20% less sugar**

Recipe from **IMCD Pilot Plant in Italy**. [Learn more](#)



### Clean Label Strawberry Sorbet

Directly from **IMCD Pilot Plant in Italy** – center specialized in ice cream application, this classic strawberry sorbet is an **additive-free** solution that doesn't compromise its **delicious flavour and texture experience**.



Additive-free

Available in multiple flavours

[Learn more](#) about IMCD Pilot Plant in Italy.



With **3 Centers of Excellence** and **15 Local Application Labs & Pilot Plants** spread around the world **IMCD Food & Nutrition** is ready to help you with formulation challenges.

Experts at IMCD are focused on keeping customers on top of key market trends. With cutting-edge equipment and extensive formulation expertise, IMCD's technical team is prepared to offer food and nutrition solutions through best-in-class ingredients from leading suppliers.

**Interested in knowing where these delicious ice cream formulations were developed?**

## Ice Cream Pilot Plant in Italy



There is nothing better than developing delicious ice cream formulations in the country of Gelato! IMCD Food & Nutrition Pilot Plant in Italy is a focused application lab designed to accelerate the product development experience and inspire innovation. With its trend-driven formulation support and dedicated experts per market segment, the IMCD team in Italy is ready to help you leverage your ice cream portfolio.

## UHT Pilot Plant Lab in North America



IMCD's highly versatile and multipurpose technology reproduces the industrial process on a small-scale, for best-in-class product development. IMCD UHT specialists provide technical and formulatory support across a broad range of applications, emphasizing the creation of future-facing advantage. The IMCD Food & Nutrition Technical Center in North America also includes: Sweets & Nutrition Lab, Bakery and Savoury Lab and Analytical Lab.

[CLICK HERE](#) to contact one of our experts in North America.

Are you ready to bring your **ice cream recipe** to the **next level**? Contact **IMCD** to **discover** more **inspiring** solutions for a world of opportunity.

\* Innova Database, Simmos, Innova Consumer Survey 2020 (average of UK, US, Spain, France, Brazil, India, Germany, Mexico, China and Indonesia)

<sup>2</sup>Typical plant-based frozen dessert contains 0-3g protein, 2-4g dietary fiber, 16-26g sugar per serving

<sup>3</sup>Innova Consumer Survey 2020 – Ice Cream Global Category Insider

<sup>4</sup>Innova Market Insights 2020 – Ice Cream Global Category Insider