Novel Use of Sweeteners in Frozen Dairy Desserts
18th Great Year!

39th Edition @ Cornell University (USA)
23-27 March 2015

40th Ed. (4th Asia/Pacific Ed) @ National Univ. Singapore (NUS)
22-26 June 2015
“Race for Space in the Case”… Desperately Seeking….. Doors & Rows (Facings/SKUs); Movement (purchase, consumption, extended use)

Figure INT 1. Inputs to mix composition development.
Basic Considerations

♦ Sweetness is critical to the formulation, manufacturing, distribution and enjoyment of ice cream and other frozen desserts

♦ Sweeteners = 20-100% of total mix solids
  ❖ IC = ~ 20% (do not forget lactose!!)
  ❖ Sorbet & water ices, etc. = 100%

♦ Amount/type sweetener(s) to use predicated on type & quality of frozen dessert product to be made

♦ 50+ individual sweeteners (not counting blends, bulking agents, etc.) available