

Nutri-Score: Rising to the reformulation challenge

How to create bread and baked goods with more fibre and protein, and less salt, without sacrificing sensory appeal

Recent changes to the Nutri-Score system present a significant challenge for bread and bakery product manufacturers: In order to maintain or even improve their Nutri-Score, some products will now need to be reformulated in order to comply with new requirements designed to make it easier for consumers to distinguish between healthy and less healthy foods. However, the anticipated taste and texture must remain the same in order to maintain consumer acceptance and loyalty.

Sybille Kautz, Senior Manager Nutrition at Hamburg-based GoodMills Innovation, explains: "It is generally more difficult to achieve a good Nutri-Score for bread and bakery products. Most mixed grain breads, for example, range from A to C - with whole grain bread scoring an A. This is mainly due to fibre content, which must now be higher according to the new algorithm, along with the protein content of some products. Salt content can also be a factor in achieving a better score. It is difficult to communicate the fact that when the Nutri-Score drops, it is not the recipe that has changed but the algorithm and parameters."



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Product specific reformulation

Modifying a recipe to boost nutritional value without significantly altering texture, bite and mouthfeel can be technically challenging. GoodMills Innovation has many years of experience in processing cereals and extensive knowledge of the raw materials, and their ingredients. It is therefore well placed to offer a range of products designed to increase fibre content in baked goods without compromising taste and texture. GoodMills Innovation's application technology experts can also advise on the dosage and use of ingredients, with a wide range of options available depending on the product concept.

Whole grain bread with a light appearance

Among the fibre-enhancing products is Snow® WHEAT, a specially developed whole grain concentrate that provides a light crumb and mild flavour without the typical bitterness of conventional whole grain flours. Thanks to special physical refinement and the use of a particularly light wheat variety, it can be used in different proportions and offers numerous possibilities for product development. "SNOW® WHEAT makes breads that are light and fluffy, but still have the benefits of whole

grain,” says Kautz. “It can also be used in different recipes to increase nutritional value without losing the light character of the baked goods. That’s why it is one of my favourite products.”

SNOW® SPELT whole grain flour and micro-granules achieve similar results. These flours are made from selected original spelt varieties and offer a fine, soft crumb with a light color. Special refinement ensures a mild, delicate taste and improved freshness.

GoodMills Innovation's extensive expertise in the processing and application of wholegrain products enables it to modify recipes to increase fibre and, in some cases, protein content. Legume flours, for example, are ideal for the latter, and can be produced with different protein contents thanks to an innovative air separation process.

Competitive advantage through healthier products

“Food manufacturers can use adjustments to the Nutri-Score algorithm to make their products healthier in line with current nutritional recommendations. This is a step forward for consumers and, with the right ingredients and corresponding reformulation expertise, manufacturers too. Their products will have a healthier nutritional profile, which can be easily communicated to consumers thanks to the improved score. This can be a decisive competitive advantage,” says Kautz. With its special whole grain products, GoodMills Innovation shows that nutritional requirements and sensory quality can go hand in hand.



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