

# 3 TIPS FOR CREATING A LOW-CARB CEREAL



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The market is primed for the right low-carb cereal products. The influence of the keto diet; passion for protein; and a widespread aversion to “added sugar” — it all adds up to real opportunity for cereal developers.

Says popular site [Cassandra](#): “Brands are contributing to cereal’s revival by releasing even healthier, higher protein options.” Magic Spoon and The Cereal School are selling out of product. Meanwhile ingredients like lentils, whey protein, milk protein and beans are becoming the basis for innovation.

So what’s the problem? Well, consumer experience for one thing. The base ingredients and sweeteners in these cereals face serious taste challenges. The FONA cereal experts have some advice on avoiding those pitfalls

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## MODIFICATION, COLLABORATION & APPLICATION

### MODIFICATION

You’re facing a lot in creating a low-carb cereal. Non-nutritive sweeteners can leave lingering bitterness. Unique protein bases might carry funky off-notes. Whey and milk isolates can leave an unpleasant and gritty mouthfeel. Add to that, you’re likely keeping the ingredient list short while trying to deliver a balanced taste. With all this in mind, taste modification (including maskers and sweetness enhancers) can help ensure the right end experience.



## COLLABORATION

No matter the challenge you're facing, your flavor supplier should provide open access and clear guidance. They can select or create flavor blends that will complement your base and work with your sweetener. Share and collaborate when it comes to your label goals and consumer target. A true partner will give guidance you can trust.



## APPLICATION

Delivering the right experience is essential. So, where is the right place to use your sweetener blend? Where should you focus any taste modification efforts — the base or the coating? Or both? Taking ingredient placement into consideration and working with your flavor partner on a decision — that's the recipe for success.



## There is real opportunity in low-carb cereal.

Are you facing challenges in your development?

Or, are you just starting to explore the space?

We're ready to help. Count on speed, access and flavor that delivers.



### Let's Talk!

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