

# TECHNOLOGY FOR SATURATED FAT REDUCTION

STRATEGIES TO GROW YOUR BUSINESS

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*In this case study, CPL was engaged by a client that was developing a new technology for saturated fat reduction. CPL made recommendations for its go-to-market strategy and was also able to introduce the client to potentially interested parties.*

## OBJECTIVE

The objective of this project was to assist our client in its programme to develop a new technology for structuring fats to replace saturated fat. CPL's client wanted to gain a better understanding of the market segments and applications the technology could serve and the technical and functional demands for fats in those applications. CPL also sought to identify potential customers and their interest in technology for saturated fat reduction.

## METHOD

CPL obtained information from patents, regulatory databases and trade press to assess the technologies for saturated fat reduction and the applications for which they are being used. Interviews were conducted with food ingredients manufacturers and food processors from a number of segments. We also conducted a survey of retail products to analyse the cost-elasticity of different food types. From this we could estimate which applications would be most able to absorb any extra cost from including the fat structuring technology. CPL combined a number of different factors, such as market size, interest in saturated fat reduction and textural demands, to produce a ranking of which applications the client's technology is most suited to targeting.

Click to see [the contents of the study](#) or look below for an outline.

## **SATURATED FAT REDUCTION TECHNOLOGY**

### **Background, Objective and Method**

#### **Principal Findings**

- Interest in Reducing Saturated Fats
- Bakery and Laminating Applications
- Processed Meat Applications
- Other Applications
- Competitor Products for Oil Structuring
- Patents
- Commercial and Government Interest in Reducing Saturated Fat Consumption
- Labelling
- Company Responses and Product Reformulation
- Cost Elasticity
- Conclusions

#### **Market Strategy Recommendations**

#### **Interest from Contacts and Follow-Up Steps**

- Details of 8 Companies' Interests

#### **Introduction**

- Saturated Fats
  - Technological Criteria of Good Quality Animal Fats
  - Physical Characteristics
  - Chemical Composition
  - Fat Mimetics
  - Fat Substitutes
  - Palm Oil
- Processed Meat Products and Fat Substitution
- Bakery Products and Fat Substitution
  - Pastry
  - Biscuits
  - Cake
  - Bread
  - Saturated Fat Reduction in Other Foods

## Commercial and Government Interest in Reducing Saturated Fat Consumption

- Overview
- Initiatives to Encourage More Healthy Eating
  - WHO
  - EU Recommendations
  - US Dietary Guidelines
- Nutritional Labelling
  - Europe
  - United States
- Company Responses and Product Reformulation

## Key Quality Factors for Saturated Fat Reduction

- Labelling, Pricing and Format
  - Format of Fats Used in Food Manufacturing: Supply Needs
- Bakery: Technical and Functional Properties
  - Potential for Client's Technology in Bakery and Pastry
- Processed Meats: Technical and Functional Properties
  - Technical and Functional Properties
  - Potential for Client's Technology in Processed Meats

## Potential Applications for Client's Technology

### Products for Oil Structuring

- Commercial Products
  - Emulsifier-Based
  - Sucrose Ester-Based
  - Wax Based Oleogels
  - Xanthan Stabilised Oleogels
- Patented Products
  - Cellulose-Based
  - Starch Based
  - Wax Organogel
  - Sterol Esters
  - Lipid Blends/Inter-Esterification
- Historical Patents
  - Applications
- Challenges in Fat Reduction
  - Labelling
  - Economic
  - Technical

## Cost Elasticity and Supermarket Surveys

- Overview
  - Supermarket Survey
- Comparison of Saturated Fat Content and Price in Foods Available in UK Market
  - Overview
- Types of Fats and Oils Used in Food Products
- Saturated Fat Content and Price of Products in Germany, UK and US
- Value of Saturated Fat Reduction Sufficient to Absorb Cost in Use of the Technology
  - Willingness to Pay For Reduced Saturated Fat Products

## Contacts

- Summary of Contacts
  - Interest in the Opportunity and Reducing Saturated Fat
  - Key Quality Factors
  - Potential Market Size
  - Alternative Approaches to Reduce Saturated Fat
  - Key Quality Factors
  - How Products Should Be Supplied
  - Cost Concerns
  - Other Concerns or Information Required
  - Clean Label
- 6 Bakery Contacts
- 4 Meat/Meat Alternative Processing Contacts
- 8 Diversified/Other Food Contacts
- 10 Ingredient Manufacturer Contacts
- 1 Supermarket Contact
- Additional Contacts

## News

- News Summary
  - 3 Articles
- Industry News
  - 28 Articles
- Company News
  - 11 Articles
- Regulations and Labelling News
  - 12 Articles

## 24 Tables

## 24 Figures

Click here to [see the contents of the study](#). In addition, please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.