



## **Case Study: Development Of New Healthy Bars (Fruit & Nuts) (No. A23K)**

### **Objective:**

The client briefed FoodWrite on developing five different bars which were less than 200 calories based on a group of flavours and textures. The focus was to be 'natural' but without compromising the bar's taste and texture. Low sodium and gluten free were also requested and these were to be retailed in local shops.

### **Conclusion:**

Initial discussions covered a competitive review of the nutritional bar market especially where whole fruits and nuts had been used. Likewise, initial pricings, ingredient lists and potential claims were reviewed as was the shelf-life. Ingredient pricings and bar costs were agreed following the initial development phase. All the bars were developed with a low sodium content and gluten free.

A shelf-life of 6 months was the initial request. Bars were built around existing recipes owned by FoodWrite using various combinations of dried and semi-dried fruit and various nuts. A conventional binder using glucose along with low-nutritional value gums was explored. All the bars had a drizzled yoghurt coating. Brown Rice and agave syrups were also tried to generate a 'natural' sweetness, improve mouthfeel and provide some binding.

Eventually, a couple of recipes were developed using combinations of chopped hazelnut, pistachio, walnut or cashew. To develop the nut flavour further, some of the nuts were mildly roasted before chopping. The fruit was a combination of dried cherries, cranberries, raisins, blueberries, chopped date and a mixed berry mix from a cake manufacturer. Two variants had whole grains, various seeds including flax and sesame, crisp brown rice, a small amount of sea salt, rapeseed oil and some flavourings to bolster the sensory impact.

It was estimated the bars had a lower GI (glycemic index) value than their sugar equivalent products.

All the work was conducted in the development kitchen and then followed up with a local confectionary bar manufacturer in Wales. The final price of the bars had an approximate retail price of £1.20. The bars were also packaged in clear wrappings so the consumer could view the contents but were not intended for box display.