

# Concept for the Veg World

Sacco

(photo: Sacco)



Nowadays a new trend is raising, becoming viral around the world. The concepts of "clean eating", "healthy living", "sustainability", "ethic", have been connected to the idea that to stay healthy you must eat healthy. To occur at that, plant-based food has become the best habit to acquire.

Veganism and vegetarianism are the new trends: the continued proliferation of vegan and plant-based business stories and developments demonstrate the movement is just getting started and it is going to increase exponentially.

The reasons why people acquire these new food habits are different for each country:

- Perceived health benefits: sometimes there is the real need based on the presence of food intolerances, otherwise it is just because being vegetarian/vegan is seen the best way to stay healthy.

- Ethic reasons related at the pollution and meat industry.
- Religion, especially in India.
- Economics: many people cannot afford buy meat.
- Influence from food bloggers, internet influencers and many celebrities that acquired this new lifestyle as the best way to stay healthy. Indeed, this trend is viral especially in the big cities like Berlin, London, New York, involving Youngers.

Anyway, approximately 65% of people in the world have a reduced ability to digest lactose; meanwhile 33% are totally lactose intolerant. In the southern-east part of the world, 90% of people are lactose intolerant.

Sometimes being vegetarian is just fashionable but, sometimes, it is a real need based on health issues.

Focusing on the market of dairy alternative products, according to "Innova Market Insights", globally the mar-

ket value is going to reach \$16.3 billion by 2018. Still, Innova Market Insights notes that in five years (2012-2017), the growth of spoonable dairy yogurt product launches has been strong, taking a CAGR of +12%, while the growth in spoonable non-dairy yogurts has been much faster, taking a CAGR of +42%.

Sacco, a brand of Sacco System, is a biotech company that has positioned itself in the international market since 1934, as a producer and partner in research areas, scale up, production and packaging of selected frozen and freeze dried microbial cultures. Sacco's know-how and expertise supports the fermented food industry in the production of healthier foodstuffs, increasingly closer to new consumer needs.

## 4CHOICE

Paying attention to new trends, Sacco is going to launch 4CHOICE, special cul-

tures designed for those looking for non-dairy based products.

The demand for fortified dairy free food and beverage products is increasing; the boom of non-dairy milk and yogurt (soy, rice, oat, coco, hemp) is evident as well as the increase of global vegan population.

4CHOICE is born to provide health benefits to everyone: consumers are looking for more natural food, less processed, made with familiar ingredients. The focus is on clean labels, greater transparency, and more artisanal values. No "additives" is still the top claim on new products launched globally and now the "No list" is the main trend (for example no sugar, no colorants, no artificial flavour).

4CHOICE is a new dairy-alternatives cultures range, composed of pure and controlled hypoallergenic cultures, free of any known allergen as well as animal derived products. The perfect cultures for soy, coconut, rice milk and other vegetable-based fermented products that ensure good fermentation time, texture, flavour and aroma development.

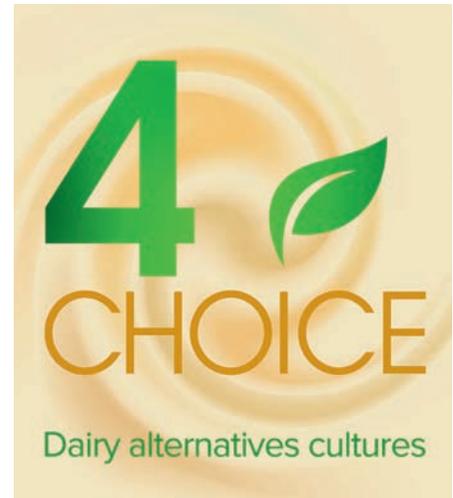
## The product range comprises

**Lyofast – Cryofast SYAB 1/SYAB 2:** it ensures a uniform and controlled production of traditional drinkable, set and stirred soy and coconut yogurt; added with probiotic strains of Lactobacillus acidophilus and Bifidobacterium animalis spp. lactis. it is available in a freeze-dried (Lyofast) and frozen (Cryofast) format.

**Lyofast- Cryofast SY 1:** consists of selected strains of Streptococcus thermophilus and Lactobacillus delbrueckii spp. bulgaricus, it is available in a freeze-dried and frozen format.

**Cryofast SY 42:** it is a milk free culture, free from lactose and other derivatives and may be applied in generic fermented soy products; the enhanced viscosity is due to Streptococcus thermophilus producing EPS. It's a deep-frozen pelletised culture.

**Lyofast VSAB 1:** it ensures uniform and controlled production of traditional drinkable, set and stirred coconut based yogurt; added with probiotic strains.



**Lyofast VSB 1:** selected strains of Streptococcus thermophiles added with probiotic strain of Bifidobacterium animalis spp. lactis for coconut products; characterized by a high level of viscosity.

For further information:  
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