

**TECH OFFER**

**Ready-To-Use Texture-Modified Food Premix**



**KEY INFORMATION**

TECHNOLOGY CATEGORY:

Foods - Ingredients

Foods - Processes

TECHNOLOGY READINESS LEVEL (TRL): **TRL7**

COUNTRY: **THAILAND**

ID NUMBER: **TO175029**

**OVERVIEW**

When developing new texture-modified products, the R&D process in achieving the desired texture is often time-consuming and expensive. Companies may also face limitations due to the minimum order quantities of individual ingredients required, as well as challenges in protecting formulation leaks from OEMs.

To address these concerns faced by the industry, a Thai startup has developed a range of ready-to-use texture-modified premixes that can be directly incorporated into different food and beverage products to alter their textures. Additionally, they can provide customisation services to develop unique formulations that perfectly match the desired textures and nutrition profile for specific needs.

The startup is open to collaborate with different organisations, including food manufacturers, food additive suppliers, OEMs and R&D laboratories, to create customised products.

## TECHNOLOGY FEATURES & SPECIFICATIONS

- **Innovation through Ingredients:** Harness the power of food hydrocolloids and enzymes, known for their texture-modifying properties.
- **Tailored Innovation:** Customisation to design formulations that not only precisely match products' texture needs, but also deliver optimal sensory experience and nutritional value, enabling businesses to craft distinctive, market-leading products.
- **Process Optimisation:** Establishing right temperature, pH and ionic strength
- **Ready-to-Use Texture-Modified Premixes:** Reduce R&D time and costs, ensuring businesses achieve their desired product textures effortlessly.
- **Confidentiality Assurance:** Usage of premixes can protect secret recipes and mitigate the risk of formula leaks, safeguarding businesses' intellectual property.

## POTENTIAL APPLICATIONS

The startup offers an extensive range of formulations that cater to diverse applications, making their solutions adaptable to a broad spectrum of food and beverage products. They are specially formulated to alter the texture of normal foods and beverages. In addition, these premixes can also modify the texture of foods and beverages for specific purposes such as making them suitable for individuals with specific dietary needs or swallowing difficulties.

## UNIQUE VALUE PROPOSITION

The startup's unique value proposition is centered around solving several key pain points in the food and beverage industry. By simplifying and streamlining the process of achieving the desired texture in food and beverage products, providing customisation options, ensuring confidentiality, and offering a wide range of formulations to cater to various industry needs, the startup can potentially save businesses time and resources while helping them create unique and competitive products in the market.

The startup is also committed to continuous research and development for new premix formulations to ensure that they stay at the forefront of texture modification technology, offering cutting-edge solutions to their clients.