

Spotlight: Fat

Let's talk about the pandemonium of fat

From the sizzling sound of oil in a pan to the rich, creaminess of butter melting, describe a more sumptuous smell than when fat hits the heat; each fat with its own unique aroma and flavour there is nothing quite like it.



In food, fats are essential to not only providing texture and aroma, but also incorporating a complexity of flavours – adding the finishing touch to any product. Traditionally, butter was the chosen fat in bakery - from cakes to pastry, it was key at providing that extra depth of flavour and creating a moreish moment of satisfaction that kept you wanting to go back for more. However, we have seen the price of dairy, over the years, continue a steep incline as a pint of milk soars from 7 to 49p as UK farmers continue to battle out fair/ competitive pricing against the exports arriving from Europe. In the year 2022 this has only become tougher as we come out of the pandemic, the price of feed, fuel and fertiliser continually rising, making

it more difficult for farmers to compete, with some debating on leaving the industry altogether. Not only are the ever-increasing prices taking its toll on farmers, but this added to the consequential effect of the war in Ukraine and is also driving up cost of living has affected consumer choices. Demand for luxury items is starting to fluctuate, and cheaper alternatives are being selected despite lacking the same sumptuous impact on the tastebuds.

Price is not the only thing influencing the reduced intake of dairy, we see a rise in demand for plant-based foods, targeting the vegan market or the more environmentally conscious consumers on when deciding on their eating habits. Dairy substitutes ingredients like tofu, chickpeas, cashews, and pea protein are taking the spotlight as a suitable replacement for butter and cheeses. Nevertheless, these new game changing ingredients have their own unique impact on flavour and can overpower the product leaving an earthy,



raw, or metallic taste that is less indulgent than its dairy counterpart – creating a new challenge to mask and provide similar flavour notes to those established in classic dairy products.

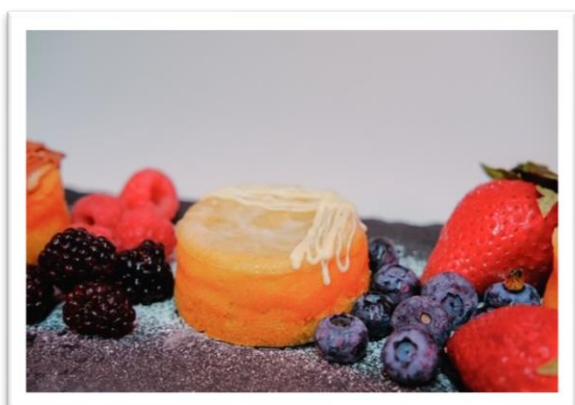


Indulgence remains a key attribute for return purchases as consumers come back craving more. Still, as the date gets closer for governments to bring in new legislations to tackle obesity (HFSS), indulgent products requiring ingredients such as fats and sugars are being targeted – raising the question of how to keep the consumer hooked. In cake, fats contribute to the short texture, moist nature, and creamy luxurious melt in the mouth flavour. In bread the fats produce a silky texture and sweet lactic, milkiness to the dough. A croissant uses the fat to create a melt in the mouth flaky layer that coats the pallet with intense caramelised buttery flavour – each product relies on the fat to form its key flavour and texture characteristics.

FLAVOUR OF THE MONTH

Missing out on the impact of fat flavours has never been a problem for House of Flavours - from creamy butters to savoury cheeses or even a luxurious fudge we have you covered.

Croissants, recognized for that silky mouth coating and rich buttery flavour - can any other fat but dairy? House of Flavours can answer that question as we present a rich buttery flavoured croissant made without using butter. Using our **Butter 085/21706** flavouring in conjunction with vegetable fat, we have been able to create a beautiful balanced sweet, creamy lactic sensation – butter taste whilst providing a cost-effective solution.



Vegan friendly cheesecake anyone? Using a Tofu base, House of Flavours would not want anyone to miss out on that sumptuous sweet creamy slight cheesy note of traditionally cheesecake. Here we paired **Cream Cheese 085/21225** flavouring with our **Caramelized White Chocolate 085/22608** flavouring to create a sweet cooked vanilla sensation. The **Cream Cheese 085/21225** create a lactic fatty note whilst the **Caramelized White Chocolate 085/22608** creates an underlining depth of cooked sugar – vegans can still have it all!

Chocolate Fudge Red Velvet Cake, a fully indulgent rich treacle delight, not quite what the spec for the government guidelines would have in mind with its extra sweet, fatty layer of goodness. Challenge adverted as we play around with removing 10 and 20% of the fat and sugar and by adding our luxurious flavours to still provide that addictive flavour. In the 10% a combination of **Toffee Fudge 085/20803** with **Buttercream 085/23404** provided a deep brown fudge note with a lengthening sweetness that lingered on the tongue. We went one step further reduced the fat and sugar down by 20% and used a combination of our **Carmel 085/21980** and **Buttercream 085/23404** to provide a burst of creamy cooked fatness and sweet golden caramel flavour. All topped with a reduced fat ganache using our **Chocolate Ganache 085/23406** boosting the natural chocolate notes from the product whilst providing that luxurious coating feel in the mouth.



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