

PRODUCT CONCEPT

Reduced Fat Pork Liver Pâté

Today's consumers not only demand high quality and great taste, they also expect to enjoy indulgent food that considers their health and well-being. Pâté, a traditional favourite, has often been viewed by consumers as a rich high fat product. Kerry, in addressing the market demand for a healthier indulgent pate, has leveraged its unique breadth of technology capabilities and formulated a 'Reduced Fat Pork Liver Pâté' which has less than 12% fat.

The combination of our Pâté Mix Cream Classic with our protein technology Ultranor™ HV and Beatreme™ Butter and Cream Solutions, has resulted in a product with optimum consumer appeal. In addition to offering a reduced fat alternative, our technologies enable us to retain the excellent sensorial properties consumers expect from a pâté - a rich, creamy taste and a soft, smooth texture.

Kerry Technologies:

Ultranor™ HV

- Controlled high viscosity milk protein
- Cost-efficient substitute for conventional milk protein preparations
- Enhanced taste and flavour profile
- Innovative clean label stabiliser

Beatreme™ Butter & Cream Solutions

- Soft smooth mouthfeel
- Creamy buttery taste
- Bake and heat stable
- Clean label

Pâté Mix Cream Classic 3

- Smooth flavour, specific for cream pâté
- No added MSG
- Colour stability



Product Benefits:

- Reduced fat: less than 12% fat, while regular pâté contains 25-35% fat
- Optimised stabilisation for a 'hot procedure' liver pâté
- Smooth texture, excellent mouthfeel and flavour.
- No added MSG

Nutritional information:

Typical values	Per 100 gram
Energy	160 kcal
Protein	12.3 g
Carbohydrate	1.8 g
Fat	11.5 g

Ingredients:

Pork liver (34%), broth, pork meat (19%), pork fat, salt, milk protein, natural flavouring, spices & spice extracts, antioxidant (E301), preservative (E250).