

INNOVATIONS FOR FAT REDUCTION IN CRACKERS

FEBRUARY-MARCH 2024

PROBLEM STATEMENT

Mondelez, in a continuing effort to meet consumer demand for lower fat snacks, sought ingredient and processing innovations that could deliver comparable sensory parameters for reduced fat crackers as their full fat counterparts.

OUTCOME & RESULTS

While this particular project focused exclusively on crackers, there is considerable potential to utilize proposed approaches expands with other Mondelez brands. The oil used in crackers (predominantly palm oil) is also used in many other snack offerings. Hence, there is strategic value in this project, beyond the immediate tactical implications, as consumer demand for low fat equivalents cuts across all snack lines and manufacturers.

This project generated eight responses from the global community with a strong multinational showing: one submission each from Australia, France, Lebanon, Pakistan, Poland and the United Kingdom and two submissions from the United States.

As desired by the client, this project resulted in proposed approaches focused on equipment and ingredients. While no minimum technical maturity was required, the Mondelez team intended on evaluating solutions during Q3 2024 pilot-scale testing: half of submitted responses were likely able to meet that timeline (TRL 5 or greater).

Upon completion of their review, Mondelez elected to engage with two respondents: one commercial entity and one academic. Additional responses were of potential interest but were not selected for direct engagement following completion of the review but may be pursued at a later date, pending the outcome of the initial engagements.

8

ENTRIES

7

COUNTRIES

62%

ACADEMIC/
GOVERNMENT
LAB

25%

TRL 1

2

DIRECT ENGAGEMENTS

25%

TRL 8