



## Ice cream hot topic

# Creative ice cream concepts for health-conscious foodies

*John Namy, VP for Sweet Applications, is wholly immersed in the trends driving product development across the industry. He's already looking beyond 2016 to shape the future of sweet snacks and ice cream in line with consumer demands.*

As consumers are becoming increasingly health conscious, we're becoming ever more creative. And we can do that because we already have in place the people and processes that are leading innovation across the sector.

As consumers continue to evolve into 'foodies', food manufacturers are noticing tremors not only across sweet goods categories such as ice cream, but also across un-industrialised and non-food areas. Those tremors more often than not gather pace and become trends.

## Savoury is the new sweet

More and more flavours are playing on the senses and we are seeing new juxtaposition of tastes as savoury notes move into sweet categories.

Plus, consumers are looking beyond the norms for products that not only deliver flavour, but experience. Exotic fruits are becoming more mainstream and are being replaced by popular herbs and spices like masala. Botanicals, like hibiscus, will feature more prominently given their added health benefits.

## Ice cream for the health conscious

At Kerry we've long known about the increasing focus on health and wellness, snacking and hand-crafted foods. And we've been helping ice cream manufacturers to realise the potential of new and amazing opportunities for the sector by providing unique products with a 'good for you' and 'foodie' twist, including:

- Free-from certain allergens or artificial ingredients
- Clean labels with recognisable ingredients

Most critically for Kerry and our partners, customers and consumers, we're way ahead of the curve in finding a balance between taste and nutrition. So much so that we've put it at the heart of our [corporate strategy](#).

And that puts us in prime position to meet the ambitions of consumers who are demanding ice creams that are both indulgent and better for you.

At Kerry's Global Technology & Innovation Centre in Ireland, we are working with more and more customers eager to leverage our expertise to meet their consumers' demands. We're using multiple discovery tools to explore new avenues, and along the way we're creating innovative concepts that not only address their consumers' need to find healthier and more artisan snacking products, but that also overwhelm their senses on multiple levels.

To deliver for this new health-focused, foodie generation, we're taking a more 'architectural' approach to 'deconstructing and reconstructing' ice cream to create a multi-layered and multi-sensorial experience.

Our [Health and Nutrition Institute](#) is dedicated to providing expert insights into the science and policy of health, nutrition and general wellness. It helps consumers around the globe to pursue healthier lifestyles with innovative and great tasting nutritional solutions, applied across even the most surprising categories, including ice cream.

Talk to Kerry about our extensive ice cream capabilities.

