



# DulcisInFood

Project developed by  
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In affiliation with  
**Sweets Factory Srl**

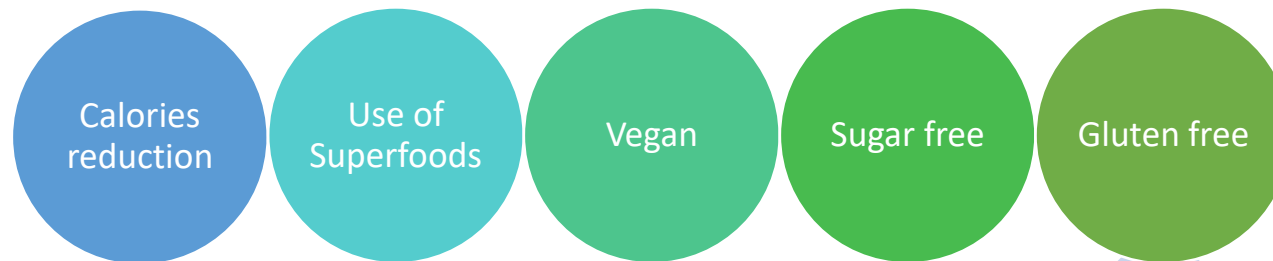
Supervised by:  
**Marco Faieta**

# INTRODUCTION - «STATE OF ART»



- COVID-19 has greatly influenced people habits
- Consumers are increasingly informed, attentive and aware of what they eat and buy → towards a healthier, more balanced and sustainable diet
- consumers' food choices are undergoing a change starting with the first meals of the day: breakfast

## NEW TRENDS IN COMPLIANCE WITH THE WILL OF THE CONSUMER:



# CHALLENGE DESCRIPTION

- The goal of this collaboration with the Sweets Factory Srl stems from the desire to innovate and revolutionize the classic concept of breakfast, improving what is the Italian product par excellence most appreciated by people for breakfast: the croissant. The idea is:
  1. Not to change the shape of the food too much
  2. Increase its nutritional value

Our aim is to both attract consumers to our novelty proposal and at the same time bring them a health benefit.



# BUSINESS MODEL



# SOLUTION



## BEFORE

### • MARKET RESEARCH

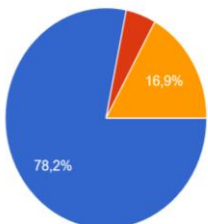
- ✓ Interest
- ✓ Information
- ✓ Willingness to purchase

## AFTER

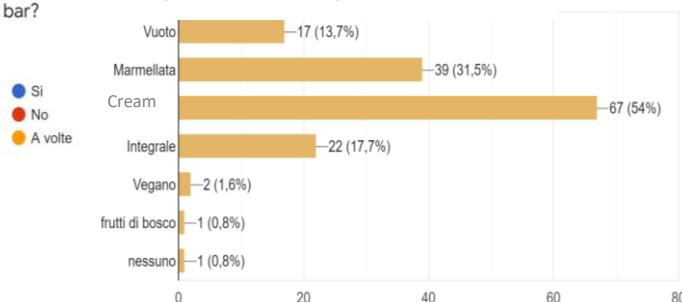
### • DEVELOPE OUR IDEA

- ✓ Fusion of classic and innovation
- ✓ Creation of croissants that do not induce feelings of guilt
- ✓ Novel foods on surface
- ✓ Filling with PROBIOTICS & no-added sugar
- ✓ Colour to increase attraction

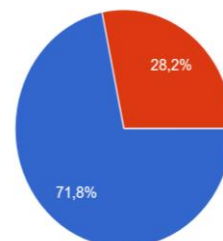
Generalmente consumi un croissant quando fai colazione al bar?  
24 risposte



Che tipo di croissant prendi di solito?



Conosci cosa sono i Probiotici e i loro effetti positivi sulla tua salute? Se tra tutti i prodotti dolciari proposti dal bar/pasticceria ci fosse uno che apporti beneficio al tuo organismo lo proveresti?  
124 risposte



Se tra tutti i prodotti dolciari proposti dal bar/pasticceria ci fosse uno che apporti beneficio al tuo organismo lo proveresti?





Flax & chia seeds

- natural dye  
(phycocyanin from  
arthrospira platensis)



Yogurt cream enriched with  
probiotics (L.casei) and mango

Classic dough

# PROBIOTICS

= Live microorganisms that provide health benefits to the host when ingested in adequate amounts.

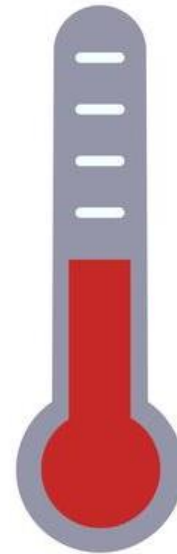
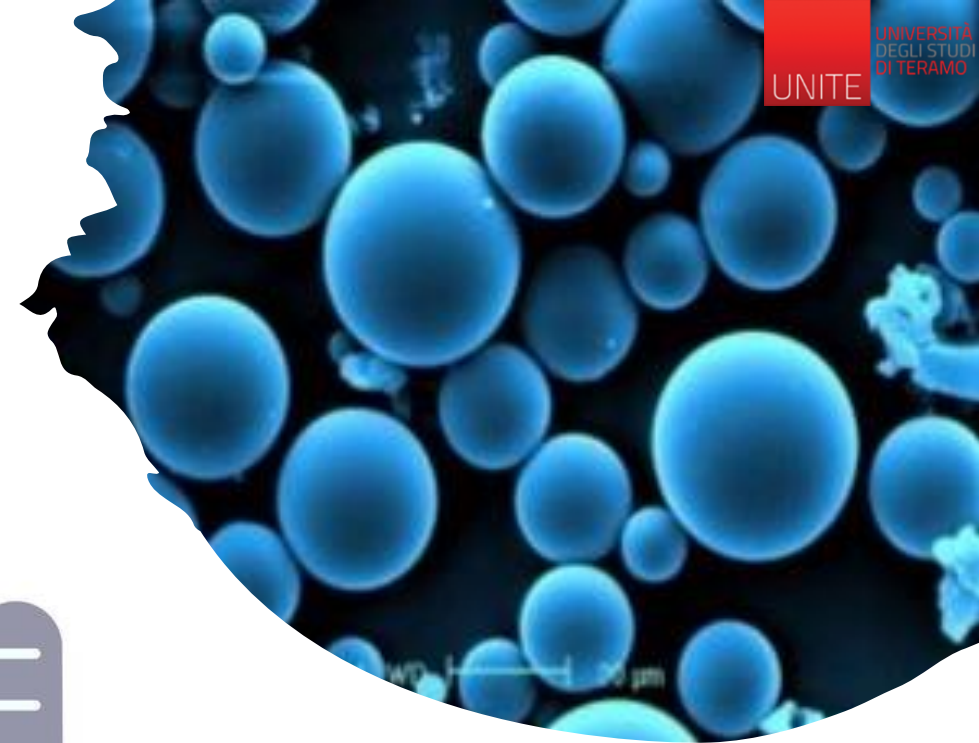
→  $10^8 - 10^9$  UFC

(Regulation UE 2015/2283)

- *Lactobacillus casei*: resistant to high temperatures

- Innovative technique: MICROENCAPSULATION

→ + alginate and chitosan





## FILLING

- **LOW-FAT GREEK YOGURT**

- Healthy substitute
- Perfect base for probiotics

- **MANGO PUREE**

- Sugars, Vitamins and taste



**! FILLING MUST BE ADDED AFTER THE FIRST COOKING !**



# FLAX & CHIA SEEDS



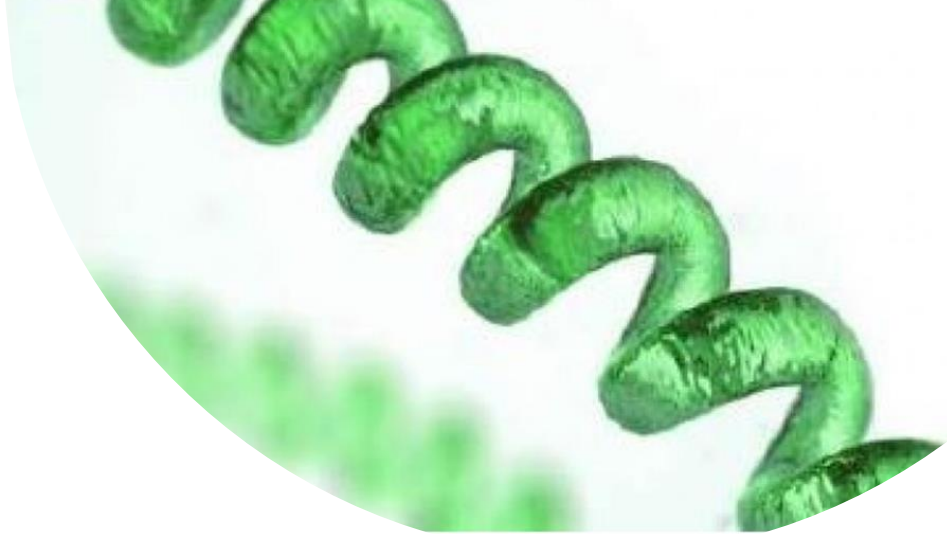
## ON THE SURFACE OF THE CROISSANT:

- Higher salutistic value
- Soluble fiber
- Polyunsaturated fatty acids
- Taste and consistency



# SPIRULIN

*Arthrospira platensis*



- Natural colorant: phycocyanin
- Color stable around pH 4.5-8.0
- Higher resistance to temperature in presence of proteins and sugars
- Soluble in hot or cold water

POTENTIAL INCREASE IN PRODUCT ATTRACTIVENESS



# STRENGTHS OF OUR PROPOSAL

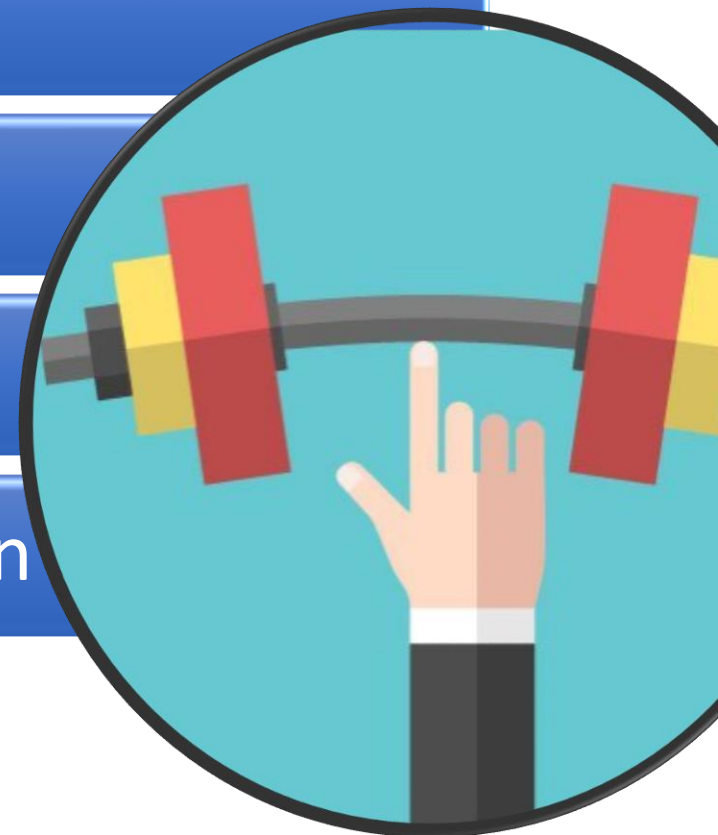
Improve an existing and well-known product (differentiation)

Healthy croissant

Presence of novel foods

Absence of added sugar in the croissant filling

Implement the technology behind the production



# POTENTIAL ISSUES

Legislation supervises the use of dyes, probiotics and novel foods

Guaranteeing the nutritional value of the croissant

Cost of ingredients and processing

Attention to the technique chosen for the encapsulation

Intensity of the coloring



Quanto sei disposto a pagare per questo tipo di prodotto?

124 risposte

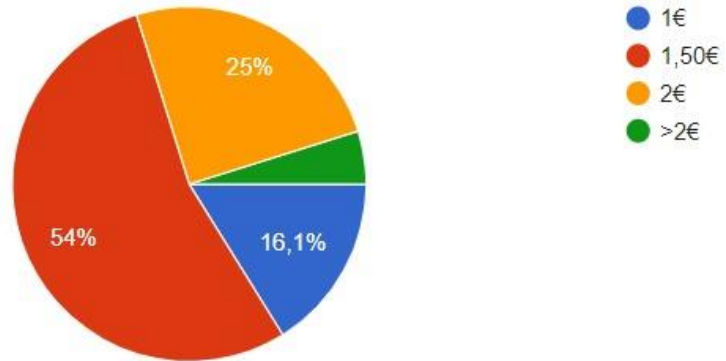


FIG 1

Se tra tutti i prodotti dolciari proposti dal bar/pasticceria ci fosse uno che apporti beneficio al tuo organismo lo proveresti?

125 risposte

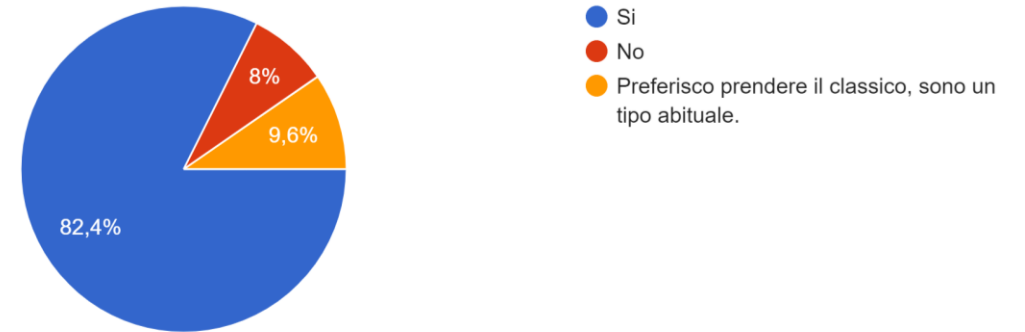


FIG 2

Saresti interessato a provare un croissant con antiossidanti?

125 risposte

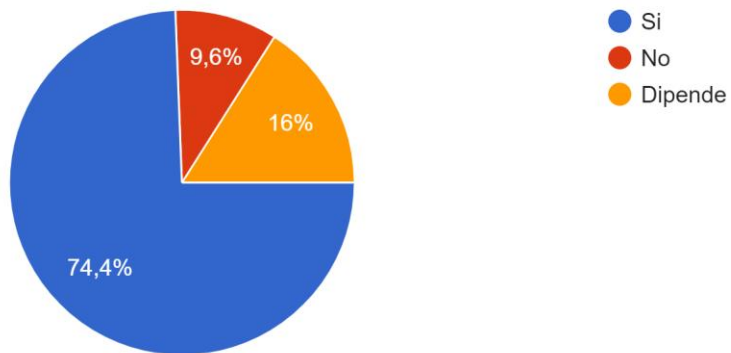


FIG 3

Saresti interessato a provare un croissant con probiotici?

125 risposte

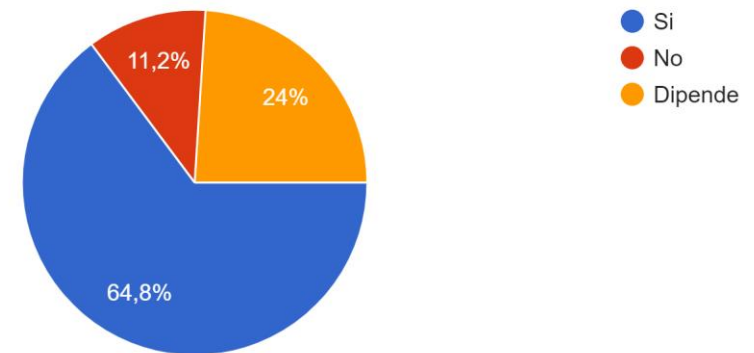


FIG 4

Quando acquisti un prodotto dolciario fai caso al suo aspetto esteriore?

125 risposte

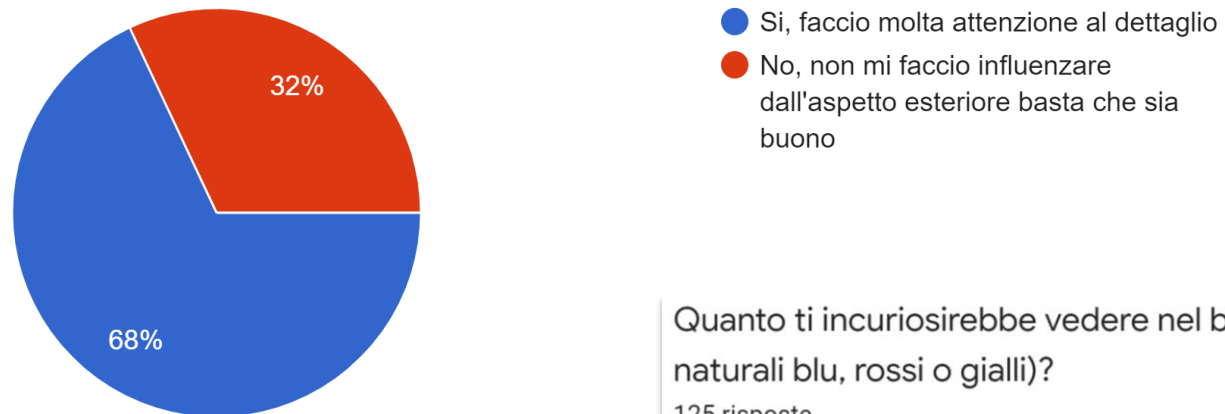
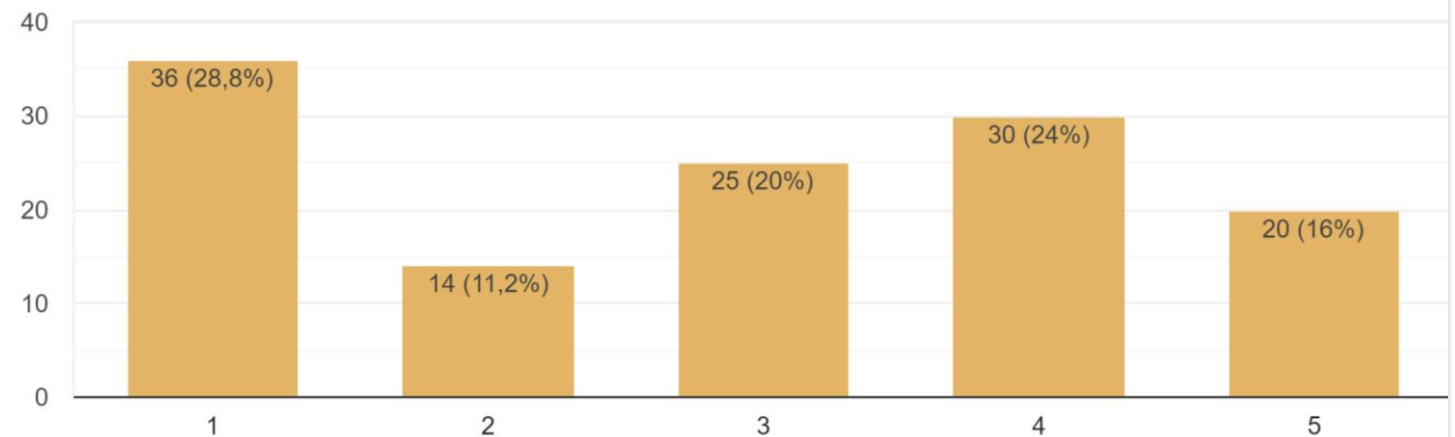


FIG 2

FIG 1

Quanto ti incuriosirebbe vedere nel banco di una pasticceria/bar dei croissant colorati (coloranti naturali blu, rossi o gialli)?

125 risposte



## CONCLUSION

Our croissant is an excellent alternative for all people who want to start the day in a healthy way without sacrificing the taste of a real breakfast.

## PROSPECTIVES ABOUT FUTURE

- Croissant with antioxidant ingredients (Green tea and cinnamon cream)
- Croissant with energising ingredients (coffee and guarana cream)





Thank you for not being flakey