

A **TASTE** OF THINGS TO COME  
PRODUCT DEVELOPMENT CENTRES



A teal bowl filled with white yogurt, topped with blueberries and pecans. A stream of golden liquid is being poured into the bowl. A blueberry and a sprig of mint are floating in the air above the bowl.

# A TASTE OF THINGS **TO COME**

Innovation is always on the agenda in the fast moving food industry. Tetra Pak's Product Development Centres can help you innovate quickly and cost effectively.

# HOW CAN OUR PRODUCT DEVELOPMENT CENTRES HELP YOU?

## HERE ARE **10 EXAMPLES!**

Our Product Development Centres around the world have various kinds of test equipment, including processing, packaging & powder handling machinery. They are staffed by experts who understand how your ingredients will respond to different processes, and who know how to make products your consumers will appreciate.

### **1** INDUSTRIALIZE A NEW RECIPE

Scaling up a food recipe from the test kitchen to the factory – to e.g. 20 000 litres/hr is always challenging. You can't just copy and paste. So, when it's time to industrialize a new recipe, talk to the food technologists, process and product interaction experts. They have the skills and experience to help you figure out the best process and get the best results.

### **2** MAKE A NEW PRODUCT ON AN EXISTING PRODUCTION LINE

It isn't always necessary to invest in a new line to make a new product. If you're already producing cream, for example, you might be able to use the same equipment to make custard too. Maybe product quality could be improved with a simple process upgrade? The experts at our Product Development Centres' can help you extend your product range with a minimum investment.





### 3 REVISIT YOUR IDEAS ABOUT VISCOUS PRODUCTS

If you have an idea for a product that was previously 'too viscous to process', it might not be any more. We have figured out new ways of processing highly viscous products up to a pressure drop of 290 bar. If we can pump it, we can process it! Why not get in touch and arrange a trial?

### 4 PRODUCE A UHT SOUP THAT FEELS HOME MADE

Two good ways to give UHT soups that homemade quality: reduce the stress on particles during processing so they remain intact, and keep the imperfectly sliced ingredients in the mix. Bring your recipe to our Product Development Centre in Sweden and let us show you what a difference gentle processing and 'wrong cuts' can make!

### 5 MAKE LOW FAT ICE CREAM THAT'S NICE AND CREAMY

Using Tetra Pak's low temperature freezers, you can reduce the size of the ice crystals and air bubbles in your ice cream. The amount of churning – i.e. the structure and agglomeration of fat globules – can be optimized to give your product a really creamy texture, even with a low fat recipe. Experts at our Product Development Centre in Denmark can advise you on this ...and many other ice cream processing questions.

### 6 GET MORE YOGURT OUT OF YOUR INGREDIENTS

If you're looking for the best filter types and operating conditions for your Greek style yogurt, why not try out different membrane filtration units at our Product Development Centre in Sweden? Tetra Pak's latest innovation, based on ultra-filtration technology, only extracts the permeate, not the fat. This method not only gives a thick, creamy end product, but also generates up to 50% higher protein retention and boosts yield by up to 10%.



## 7 MAKE FORTIFIED DRINKS – ANY WAY YOU WANT

With ready-to-drink infant formula, sports recovery drinks etc, different process parameters make the product taste, feel and appear different. Whether your customers like their drinks smooth or grainy, thick or runny, bland or strongly flavoured – it's all possible. At our pilot plant in Sweden, we can evaluate the effects

of different process parameters on your product, including particle size, distribution and shape.

## 8 MAKE SOY PRODUCTS WITHOUT SOAKING

With our Tetra Alwin® Soy system, you no longer need to soak soya beans for 3-4 hours before processing; you can start directly with whole or hulled beans. This “no-soak” production method saves time by giving you a rapid conversion from raw material to product. And it's flexible in terms of taste, so you can get both the beany and low-beany taste to suit different markets. Contact our Product Development Centre in Singapore to find out more.



## 9 MAINTAIN THE QUALITY OF COCONUT WATER

The quality of coconut water is known to deteriorate very rapidly; it can easily turn an unappetising pink colour. But with the right heat processing and other parameters you can avoid this problem and lock in the coconut's goodness all the way from the tree to the shelf. Our experts at the Product Development Centre in Singapore can help you!

## 10 CREATE NUTRITIONAL BEVERAGES FOR THE ELDERLY

As the body's ability to absorb nutrients diminishes, aging consumers can benefit from drinking high protein formula with added calcium and vitamins. Want to try out a recipe? Powder production experts at our Product Development Centre in The Netherlands can help you establish the best mix and process parameters. By using the small scale evaporators and dryers at our pilot plant, you avoid the expense of product trials in your own factory.

# FIND YOUR NEAREST INNOVATION PARTNER

Tetra Pak's ten Product Development Centres are a great resource for product testing and co-innovation. Just get in touch to book a time, then bring your ingredients and recipes so we can try them out together.

## PDC Denton, USA

Specializing in  
dairy and  
beverages



## PDC Le May, France

Specializing in powder  
handling, treatment  
and dosing



## PDC Campinas, Brazil

Specializing in dairy  
and beverages

**PDC Aarhus,  
Denmark**

Specializing  
in ice cream



**PDC Lund, Sweden**

Specializing in dairy,  
beverages and  
prepared foods.



**PDC Gorredijk,  
Netherlands**

Specializing in evaporation,  
spray drying & agglomeration



**PDC Gotemba, Japan**

Specializing in beverages



**PDC Pune, India**

Specializing in prepared  
food, tea, multigrain



**PDC Shanghai,  
China**

Specializing in dairy  
and beverages

**PDC Singapore**

Specializing in soy, coconut,  
tea and multigrain



## SIMULATE REALITY IN THE LAB

Skilled Tetra Pak food technologists and process engineers are always ready to assist you with new product development challenges. Equipped with a thorough understanding of how ingredients respond to different processing methods, they can

help you adapt product recipes for new markets, find smarter processing solutions, make better use of expensive raw ingredients or simply satisfy your consumers' desire for new taste experiences.

# OUR PRODUCT DEVELOPMENT CENTRES **GIVE YOU** ALL THIS

- Efficient screening of product ideas
- Shorter time-to-market
- Savings on product development costs
- Better product quality
- More efficient use of raw ingredients and less waste
- Lower production costs



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