

**SASDT and SAAFoST combined invitation to a lecture evening on Thursday 27
August 2015 at
IMCD in Randburg at 17:00**

Title: “Meeting consumer demands for healthier dairy & beverage products”

Consumers increasingly care about their health and are finding ways to decrease their sugar intake. Not only by trading sugared food and beverage with healthy alternatives such as fruit, but also by choosing sugar reduced or sugar-free varieties. For a long time the food industry has focused on the fat content of their products and have tried to reduce or eliminate fat, but recently this focus has changed into sugar. Reducing sugar is believed as the best measure to prevent overweight, obesity and tooth decay, but also to remain healthy as an excess of sugar intake raises the risk of heart disease and diabetes. Looking at the top sources of added sugar in a diet - dairy desserts and confectionery is listed in the top 4, after soft drinks, grain-based desserts and juice drinks. In their efforts to reduce sugar, consumers are focused on better alternatives for these full sugared products, but taste and quality remain important attributes. Enzymes are very suitable for sugar reduction in a natural way while maintaining the same flavour profile. In this presentation the focus will be on sugar reduction in dairy products and beverages.

Presenter: Christian Heiss, Regional Sales Manager at DSM for Food & Dairy Enzymes for the CISMEA Region.

20 years experience in food industry at multinational food, additive & flavours companies.

Arrival at 16:30 for 17:00 and lecture will start at 17:00 till 18:00 with added time for questions.

Afterwards everyone is invited to some networking with snacks and drinks sponsored by IMCD.

Address: 275 Oak Avenue, Randburg 2194.

No payments required.

Please RSVP Irene Burke: saafost.irene@telkomsa.net by Monday 24 August for catering purposes.

Best regards / Beste groete

Ingrid Woodrow
SASDT Northern Division