

Boletus with truffle pâté (Spain)

Product developed in EIT Food RIS Consumer Engagement Labs project

Tasty food is very important pleasure for people of all ages. Food is a first source of comfort every child experiences after being born (together with the pleasure of touch). Many people turn to food not only when they feel hungry or need to provide their body with nutrients but also to experience pleasure. Our food and taste preferences change through the lifetime; as we age, we learn to like more subtle, sophisticated flavours. One of them is the truffle. Such delicacies need to be eaten in small amounts so as to experience the subtleties fully, however, they enrich the daily diet as well as parties with friends, or holidays menus.

To find out what kind of food products answer the needs of older consumers the EIT Food project team invited older adults in Spain to participate in a co-creation workshop. Its participants developed an idea of a product being an innovation on the market of pâté and spreads as well as meat-free products that may be a source of the rich, highly attractive taste that may meet the expectations both of gourmards and common consumers.

Innovative food product

Mushrooms play a significant role in the Spanish cuisine, being especially used as tapas – small appetizers served in bars and in restaurants with a glass of wine. During autumn the soil of the Extremadura gives birth to many species of mushrooms and fungi, boletus being one of them. It is one of the most common and appreciated mushrooms in the kitchen due to its juicy meaty and sweet taste. Preserving it in a jar, with addition of a renowned flavour of the truffle, lets us savour the boletus taste for the whole year round.

Good for health

The rich taste of *Crema de boletus con trufa* (eng. *Boletus with truffle pâté*) originates from a carefully chosen list of ingredients which does not contain ingredients harmful for consumers' health (colorants, artificial preservatives etc.). It is also lactose- and gluten-free which makes it an exception at the market of spreads with mousse texture. Lactose is poorly digestible for adults; for older adults it is also another ingredient that may burden the functioning of their digesting system. Elimination of gluten makes the product suitable also for people with celiac disease. The product is also suitable for vegans and those who try to reduce meat in their diet.

Preferred by older adults / Designed by older adults for older adults

Crema de boletus con trufa (eng. *Boletus with truffle pâté*) allows consumers to enjoy the typical flavours of the Spanish cuisine without breaking the restrictions many of them need to follow in order to stay healthy. The product perfectly suits the low salt and low-fat diet which is recommended to both older adults and other age groups. Furthermore, *Crema de boletus con trufa* (eng. *Boletus with truffle pâté*) may be combined with many ingredients (e.g. bread, rice crackers, vegetables, meat and fish) as well as eaten separately (for example as aperitif or a starter) – owing to that consumers may freely include it in their individual diets.

Different from existing products

Spreads and creams are product widely available at the Spanish market; moreover, each region Spain has its own typical ingredients that make its flavours unique. What is new and particularly attractive in the *Crema de boletus con trufa* (eng. *Boletus with truffle pâté*) is the more stable texture of pâté while similar products are usually dips and sauces.

Additional information about the project:

Crema de boletus con trufa (eng. *Boletus with truffle pâté*) is a product designed during the co-creation workshops, held as part of the RIS Consumer Engagement Labs project. The project is coordinated by the University of Warsaw and financed by the European Institute of Innovation and Technology (EIT), under the Horizon 2020, the EU Framework Programme for Research and Innovation, as part of EIT Regional Innovation Scheme. The project's main aim is to address the needs of older consumers in the food and beverages market by applying novel methodology which engages consumers, stimulates creativity and fosters the acceptance of new products. The concept of *Crema de boletus con trufa* (eng. *Boletus with truffle pâté*) was designed in 2019 in Spain during such co-creation sessions which gathered: older consumers, representatives of food retailers – Lider Aliment S.A., food producers - Iberitos, and startups – BRAIN_CO. Following the co-creation process, the actual product was developed and introduced to the market by the Spanish consortium in 2020.

Find out more about the project at: <http://timo.wz.uw.edu.pl/cel>