

Jemná mandlová kaše – Smooth almond porridge (Czechia)

Product developed in EIT Food RIS Consumer Engagement Labs project

Wholesome, nutritious and tasty breakfast is the best way to start a new day and take care of one's wellbeing. However, consumers not always have time to prepare healthy breakfast from a scratch. In order to facilitate healthy start of the day, Czech company ŠUFÁNEK introduced smooth almond porridge – ready mix combining health qualities with delicious flavor.

Innovative food product

Jemná mandlová kaše answers to nutritious needs of older consumers in the same way as it ensures their oral and dental comfort. Thanks to unique technology of grinding, provided by colloid mills that are able to grind the substance into pieces as small as 100 µm, the newly proposed product offers ultimate smoothness of the porridge. Some older adults express reluctance towards new food products of ingredients (neophobia). In order to familiarize customers with not popular but rich in nutrients ingredients, the company ŠUFÁNEK offers a familiar and delicious taste of apples with cinnamon combined with the rich nutrition content ensured by almond butter and almond flour in a smooth porridge.

Good for health

Jemná mandlová kaše consists of ingredients that not only supplement older consumers' diets with needed nutrients but also takes care of their digestive system. The almond porridge is gluten-free which minimizes the risk of food intolerances. It is enriched with two almond ingredients: almond flour and almond butter. Almond flour is rich in vitamin E and other antioxidants, helping to reduce the risk of conditions like cancer, diabetes, stroke, and heart disease. It is also an excellent source of manganese, which helps the body form connective tissue, bones, blood clotting factors, and sex hormones. It also plays a role in fat and carbohydrate metabolism, calcium absorption, and blood sugar regulation. Manganese is also necessary for normal brain and nerve functions. Almond butter is high in monounsaturated fats, responsible for cholesterol management. It also contains nutrients responsible for improving heart health and lowering risk for heart disease. Omega-3 fatty acids help prevent irregular heart rhythms. All of that makes almond butter a desired add to older consumers' diet.

Preferred by older adults / Co-designed with older adults for older adults

The product meets the needs and preferences of older consumers. Its main ingredient – gluten-free oat flakes – responds to older consumers' preference for products that are easy to digest. The taste of apples and cinnamon evokes familiar and comforting feeling of baking apple strudel. The new product is also very convenient – the porridge is finely grinded, therefore easy to swallow and convenient for oral hygiene while keeping the benefits of consuming non-saturated fatty acids from nuts. It is also very simple and quick to prepare, as it comes in a ready-to-use mixture for making instant porridge by just adding hot water or milk.

Different from existing products

Jemná mandlová kaše offers a new composition of ingredients by adding almond butter and almond flour to the well-known oatmeal mix. It is also enriched with rice protein. It is hypoallergenic and contains no additives consumers do not wish to eat – sugars, sweeteners, palm fat, lactose, potassium sorbate, sodium benzoate, making it easy to digest for older consumers. The newly developed product supplements the already available on the market variety of ready to prepare breakfast mixes with a new quality of health-beneficial substances and increased protein content. The new product combines the best ingredients with the flavor of comforting apple pie.

Additional information about the project:

Jemná mandlová kaše is a product designed during the co-creation processes, held as a 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/Horizon Europe, the EU Framework Programmes for Research and Innovation, as a part of EIT Regional Innovation Scheme. The project's main aim is to address the needs of elderly 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 *Jemná mandlová kaše* was designed in 2021 through co-creation processes, which involved the identification of consumer preferences and new product ideas put forward by older consumers from multiple European countries and the subsequent formulation and design of the final product by the representatives of food producer from Czechia – ŠUFÁNEK. Following the co-creation process, the actual product was developed and introduced to the market by ŠUFÁNEK in 2022.

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