Curd dessert with Jerusalem artichoke, honey and walnuts (Estonia)

Product developed in EIT Food RIS Consumer Engagement Labs project

Wouldn't it be perfect to eat a dessert that is not only delicious but also actually good for your health? Estonian consumers, companies and scientists succeeded in achieving that challenging goal. Thanks to combining innovative technology with original flavour ideas suggested by older consumers we developed a dessert that will satisfy your taste buds and take care of your bowels!

To find out what kind of food products answer the needs of the older consumers, the EIT Food project team invited older adults in Estonia to participate in co-creation workshops. The participants developed an idea of an innovative vegetable-based dessert that combines health and pleasure, while meeting the needs of older consumers.

Innovative food product

Until now, dairy products were being enriched with purified chicory inulin. The Estonian curd dessert with Jerusalem artichoke, honey and walnuts (ee. *Maapirni-mee kohupiimamaiu)* employs innovative food processing technology to use Jerusalem artichoke as a natural source of inulin, vitamins and minerals. Consumers are getting a product that contains ingredients sourced from local ecological farming with reduced environmental footprint.

Good for health

The product is enriched with inulin, a natural dietary fibre. Fibre is essential for improving digestive health and decreasing the risk of constipation. Fibre is also known for helping to maintain a healthy weight and lowering the occurrence of diabetes and heart diseases. Moreover, inulin enhances the growth of bifidobacteria and lactobacilli, essential for the good functioning of human gastrointestinal tract microbiota. Honey is a source of antioxidants with antibacterial and antifungal properties, and also helps with digestive issues. Walnuts are a natural source of Omega-3s, particularly rich in antioxidants.

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

The curd dessert with Jerusalem artichoke, honey and walnuts answers the consumer need for healthy, delicious and locally produced desserts that could be consumed as snacks or small meals. Older consumers crave for new textures and flavours in everyday foods. The curd dessert designed in Estonia addresses this market need. Curd will be easy to eat for older consumers, while the addition of specially processed walnuts provides an exciting enhancement of the product's texture without sacrificing the easiness in chewing.

Sustainable production appears important for older consumers. Therefore, all of the ingredients are sourced locally from ecological farming.

Different from existing products

Maapirni-mee kohupiimamaiu offers consumers a new quality in terms of both taste and health properties. Thanks to advanced food processing technologies, it is the first product on the Estonian market that offers a dairy product rich in naturally sourced inulin. The curd dessert surprises consumers also with flavour combination - sweet with honey, but refined with a deep earthy aroma of walnuts. Curd dessert with Jerusalem artichokes is a delicacy that is both delicious and healthy.

Co-funded by the European Union

Additional information about the project:

The curd dessert with Jerusalem artichoke, honey and walnuts is a product designed during the co-creation workshops, held as part of the EIT Food 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. The project's main aim is to address the needs of older consumers in the food and beverage market by applying novel methodology which engages consumers, stimulates their creativity, and fosters the acceptance of new products. The product concept was designed in 2020 in Estonia during co-creation sessions which gathered older consumers, scientists from BioCC OÜ, the representatives of food producer Pajumäe Talu OÜ and the start-up company RootBioMe OÜ. Following the co-creation process, the innovative product was developed and introduced to the market in 2021.

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

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