DuPont Launches HOLDBAC® YM VEGE, Dairy-Free Protective Cultures for Plant-Based Fermented Products

New culture improves product quality and extends shelf-life and reduces waste

COPENHAGEN, Denmark (PRWEB) October 04, 2019 -- DuPont Nutrition & Biosciences has announced a new ingredient – HOLDBAC® YM VEGE – as the latest addition to the DuPont™ Danisco® HOLDBAC® line of protective cultures, known for their ability to extend shelf-life and secure the quality of products by holding off yeast and mold spoilage – all without use of synthetic preservatives. Now, HOLDBAC® YM VEGE brings this effective and label-friendly spoilage prevention to plant-based, fermented foods and beverages, at a time when customer demand in this space has never been higher.

“The industry has seen enormous growth for fermented plant-based products in recent years, driven by higher numbers of flexitarian, vegetarian or vegan consumers around the world. These shifts in diets are driven by a number of factors, including a search for improved health that comes with a plant-based diet, ethical choices toward foods with lower environmental impact and which are deemed better for animal welfare, and switching to dairy alternatives for lactose-intolerant consumers,” said Eve Martinet-Bareau, Global Product Manager, Cultures for plant-based fermented food and beverages.

“DuPont Nutrition & Biosciences has been working with customers for decades as consumer demands for plant-based options have increased, and we are constantly looking for ways to innovate in this space,” added Martinet-Bareau. “For example, in May 2018, we launched a new cultures line – Danisco® VEGE Cultures – especially designed for fermented plant-based products, helping customers attain desired taste and texture profiles in a wide variety of plant-based dairy alternatives and beverages.”

However, with that demand came certain challenges for producers of fermented goods, including the need to:

- Gain market share in the fast-growing plant-based food sector;
- Consistently ensure high-quality products with the desired taste and texture, particularly across regions with differing consumer preferences;
- Secure that quality throughout a product’s shelf-life;
- Address the fast-growing demand for friendly labeled consumer products;
- Make a substantial contribution to the sustainability of the food and beverage sector; and
- Provide consumers with products that improve their health and wellbeing.

“As more consumers look for fermented food and drinks, our HOLDBAC® YM VEGE cultures will help our customers meet that demand.”

This innovative new ingredient also offers customers the ability to make a significant difference in terms of environmental and social impact through reduced food waste and plant-based alternatives. The potential impact is massive: DuPont has estimated that if just 5 percent of the global yogurt market is replaced with plant-based alternatives made with Danisco® VEGE and HOLDBAC® YM VEGE cultures, the carbon dioxide emission saving would theoretically be as high as 3,000,000 tons CO2 annually. This would be roughly equivalent to 1,700,000 EU-based cars off the roads.

“We are thrilled to add HOLDBAC® YM VEGE to our range of plant-based and sustainable offerings,” said
Mikkel Thrane, Global Sustainability Lead for DuPont Nutrition & Biosciences. “We look at our environmental footprint through the lens of the UN’s Sustainable Development Goals (SDGs), and we are proud to say that this culture supports at least three – SDG 3 (Good Health and Well-being), SDG 12 (Responsible Production and Consumption) and SDG 13 (Climate Action). HOLDBAC® YM VEGE is helping us facilitate the transition to a healthier and more environmental-friendly diet.”

This transition to a healthier diet for people and the planet is powered by DuPont’s expertise in microbiology, food protection and fermentation, as well its commitment to developing and offering more sustainable ingredients for customers. For more information, visit https://www.dupontnutritionandbiosciences.com/products/holdbac.html.

About DuPont™ Danisco®

DuPont™ Danisco® is the brand for a range of products that help provide enhanced bioprotection, an improved nutritional profile, and better taste and texture with greater cost efficiency and lower environmental impact, meeting the needs of manufacturers of food and beverages and dietary supplements. Through the work of the global network of food scientists and technologists in DuPont, the Danisco® range is supported by a uniquely broad spectrum of know-how across applications and processing.

About DuPont Nutrition & Biosciences

DuPont Nutrition & Biosciences applies expert science to advance market-driven, healthy and sustainable solutions for the food, beverage, dietary supplement and pharmaceutical industries. We also use cutting-edge biotechnology across a range of markets to advance bio-based solutions to meet the needs of a growing population, while protecting our environment for future generations. We are innovative solvers who help our customers turn challenges into high-value business opportunities. For more information: http://www.dupontnutritionandbiosciences.com or http://www.biosciences.dupont.com.

About DuPont

DuPont (NYSE: DD) is a global innovation leader with technology-based materials, ingredients and solutions that help transform industries and everyday life. Our employees apply diverse science and expertise to help customers advance their best ideas and deliver essential innovations in key markets including electronics, transportation, construction, water, health and wellness, food, and worker safety. More information can be found at http://www.dupont.com.

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