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## Product Description

- ✓ **Healthy option**
  - *Essential Grain* is a multi-whole grain pudding made with rice, barley and high antioxidant sorghum
  - A 150 g serving (one container) of *Essential Grain* provides 25% of the daily value for whole grain
  - Eating three daily servings of whole grains reduce the risk of heart disease by 25-36%, stroke by 37%, Type II diabetes by 21-27%, digestive system cancers by 21-43% and hormone-related cancers by 10-40% (Whole Grains Council, 2006)
  - A serving of *Essential Grain* has 1.6 g of dietary fiber, which is 6.3% of the daily requirement, 450 μ mol TE antioxidant activity (ABTS value), and 0.13 g β-glucan
  - *Essential Grain* has neither preservatives nor artificial colorants
- ✓ **Excellent flavor and texture**
  - *Essential Grain's* unique texture primarily comes from the whole grain ingredients
  - Its outstanding flavor is reminiscent of home-cooked comfort food
- ✓ **Convenience**
  - *Essential Grain* is ready to eat anytime and anywhere
- ✓ **Variety**
  - *Essential Grain* comes in six flavors: plain/vanilla, chocolate, mocha, blueberry, cranberry and raisins
- ✓ **Versatility**
  - *Essential Grain* can be enjoyed hot or cold
  - It can be eaten for breakfast, dessert or as a snack

## Target Market

*Essential Grain* is primarily targeted to young adults (25+) who are looking for convenient, delectable and healthier alternatives for meals, snacks or desserts and who prefer natural wholesome foods.

## Market Potential

- ✓ Retail sales of whole grain/high fiber products reached \$4.79 billion in 2004 and grew 7.3% from 2000 to 2004
- ✓ Whole grain foods will reach sales of \$7.5 billion in 2009 due to consumer awareness on the benefits of whole grains/high fiber foods has risen.
- ✓ 69% of American adults recognize that at least one half of their total daily intakes should be composed by whole grains.
- ✓ Half of the adult population in the US is currently watching or controlling what they eat



The healthy alternative for any occasion.

## Formulation

Ingredients	Amount (%)	Main Functionality
Whole grains: rice, sorghum, barley	7.94	Structure, color, source of antioxidants and dietary fiber
Water	31.74	Solvent, flavor carrier
2% fat milk	47.61	Texture, source of calcium and Vitamin E
Condensed milk	9.92	Flavor, texture, color
Corn starch	2.12	Thickener
Vanilla	0.42	Flavor
Cinnamon stick	0.21	Flavor
Salt	0.04	Flavor
<i>Flavors and fruit inclusions:</i>		
Mocha & chocolate		Flavor and color
Dried blueberries & cranberries		Source of antioxidants and natural flavor
Raisins		Source of minerals and potassium

Nutrition Facts	
Serving size:	150 g (5.9 oz)
Serving per container:	1
Amount per serving	
Calories	167
Calories from Fat	24
Total Fat	3 g
Saturated Fat	2 g
Cholesterol	10 mg
Sodium	58 mg
Total Carbohydrate	31 g
Dietary Fiber	2 g
Sugars	12 g
Protein	6 g
Vitamin A %	1
Calcium %	13
Vitamin C %	2
Iron %	3

\*Percent Daily Values are based on a 2,000 calorie diet.

## Packaging

- ✓ Packaged in high dense polyethylene heat resistant microwavable containers sealed with aluminum layer film with oxygen and moisture barrier (primary package).
- ✓ Cardboard box designed for four-pack servings (secondary package).

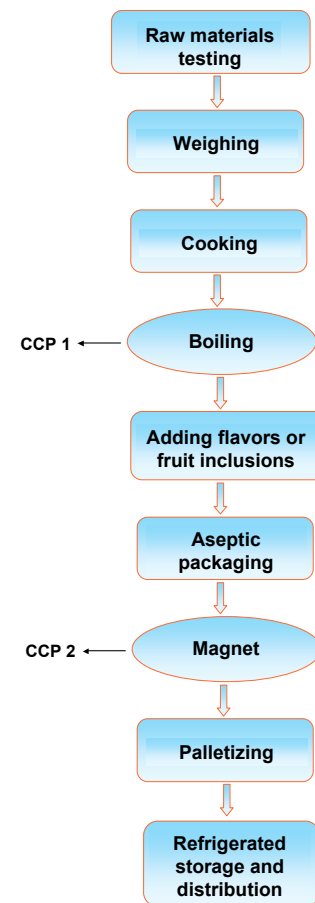
## Sensory Evaluation

- ✓ 30 consumer panelists evaluated the plain, mocha and blueberry varieties with a 9-point hedonic scale (9=like extremely, 1=dislike extremely)
- ✓ *Essential Grain* has good acceptability rating for flavor (5.7-6.7), texture (5.7-6.2) and overall acceptability (5.8-6.6)

## Cost (1 pack of four)

Ingredients	\$1.16
Packaging and others	2.17
Total Cost	3.33
Price to retailer	3.60
<b>Suggested retail price</b>	<b>3.90</b>

## Process Description



## Safety and Shelf-Life

- ✓ Safety of the product will be assured with an automated aseptic packaging technology
- ✓ Shelf-life is estimated to be two months under refrigeration

