

Fat-free snacks

Normally, low-fat snacks do not taste very nice. This product contains 0% fat and taste like regular snacks do!



Unmet need:

Inexpensive production of fat free snacks. Attractive products that taste good. Replaces harmful fat replacements in so-called "low-fat products" competition.



Benefits:

Patented machine saving in on the fat and making the whole process a lot cheaper. The chips have a high content of fiber and are not deep-fried but baked. The machine is 6-10 times faster than other available production machines, which reduces production cost.

Target group:

Over 300 million adults are obese worldwide according to latest statistics from the WHO and the International Obesity Task Force.

Market:

The global potato chips market generated total revenues of US \$16 billion in 2005. This accounted for 35.5% of the total savory snacks market in that year (US \$46 billion).

Strategy:

Licensing, Spin-out

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