

Vividol® and Specidol

– Healthier alternatives for health-conscious consumers

The boom in health awareness in the past decade has led to a good common awareness about how to eat to stay healthy. Nevertheless, obesity and raised cholesterol – that may lead to cardiovascular disease – are still huge problems. This somewhat contradictory picture could to some extent be explained by the fact that in today's stressful society cooking is not given priority and instead fast-food and on-the-go eating are growing. This development puts high demands on food manufacturers to offer food that is both tasty and fast, but also has a healthy nutritional profile.

ALA – an essential omega-3 fatty acid

The modern western diet typically contains insufficient amounts of poly-unsaturated fatty acids, especially omega-3. α -linolenic acid, ALA, is an essential omega-3-fatty acid that the body cannot synthesize, so it has to be present in the diet. Natural sources of ALA are, for instance, rape seed and flax seed. Longer omega-3 fatty acids naturally occur in fish. People who do not consume sufficient amounts of these foods may need to eat additional omega-3.

AAK supplies omega-3 in Specidol OL

Specidol OL is an oil blend with a neutral taste and no smell. The product is stabilised and carefully handled during production through exclusion of oxygen and the addition of carefully selected antioxidants. Specidol OL is delivered either in drums or a 10-litre bag-in-box. The bag-in-box solution prolongs shelf-life and makes handling easy. Small volumes can be taken out without exposing the whole product to oxygen.

By replacing part of the fat phase in a product with Specidol OL, it is possible to add value to the end product because of its healthier fatty acid profile. Possible applications for Specidol OL are dairy products, bread, dressings, etc.



Cholesterol-reducing phytosterols

Cardiovascular disease is still one of the most common causes of premature death in many European countries. Excessive levels of the “bad” LDL-cholesterol are a contributing factor to CVD. Scientific studies have shown that a daily intake of phytosterols (or plant sterols) can reduce the levels of LDL-cholesterol in the blood and may thereby reduce the risk of coronary heart disease.

Phytosterols are derived from plants and are considered as “Novel Food”. Novel Foods

must be approved before they can be sold in the European Union. There is certain legislation regulating how a product containing phytosterols must be labelled.

Cholesterol reduction by sterols – an example

n=34	2 g sterols/day (sterol esters) in 20 g margarine/day
Total cholesterol	- 7.5 %
LDL-cholesterol	- 10.7 %
HDL-cholesterol	+ 3.3 % (ns)

Hallikainen et al, Eur J Clin Nutr, 54, (2000), 715-715

AAK supplies phytosterols in Vividol® T

Vividol® T is a phytosterol-containing oil blend without taste and smell. It can replace whole or part of the fat phase in a product. Vividol® T has obtained Novel Food Approval and can be sold in approved products. AAK can also supply Vividol® T in tailor-made blends for specific applications. By adding Vividol® T to a product it is given added value through the cholesterol-lowering effect. A typical claim on a phytosterol-containing product is “plant sterols have been shown to lower blood cholesterol. Blood cholesterol lowering may reduce the risk of coronary heart disease”. Possible applications for Vividol® T are dairy products, yellow fat spreads, portion-packed dressings and mayonnaise, etc.

Enriched products are predicted continued growth

Several reports predict continued growth for omega-3 and phytosterol-enriched products. Health-conscious consumers are willing to pay a premium for the added value of a healthier product. According to a report from Frost & Sullivan, products enriched with phytosterols can command a price up to 5 times higher than their conventional counterpart. If this could be combined with a “fast” food, success is a given.

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Novel Foods

Novel Foods are foods that were not consumed within the EU before the 15th of May 1997. For Novel Foods authorization is required in compliance with the EU Regulation before they can be placed on the EU market. “Commission Decision of 15 May 2007 authorizing the placing on the market of oil enriched with phytosterols/phytostanols as a novel food ingredient under Regulation (EC) No 258/97 of the European Parliament and of the Council”