



## Objective

The **PLEASURE** project aims at developing **innovative processes and/or implementing novel technologies** to allow the development and production of food products with **low content of fat (saturated and trans-fatty acids), as well as salt and sugar.**

Previous attempts that considered the use of replacers felt due to lack of consumer acceptance. **PLEASURE** will be the first project addressing this challenge from the processing side.

New micro structured and naturally reduced foods with similar sensory properties compared to conventional products are the key for success.

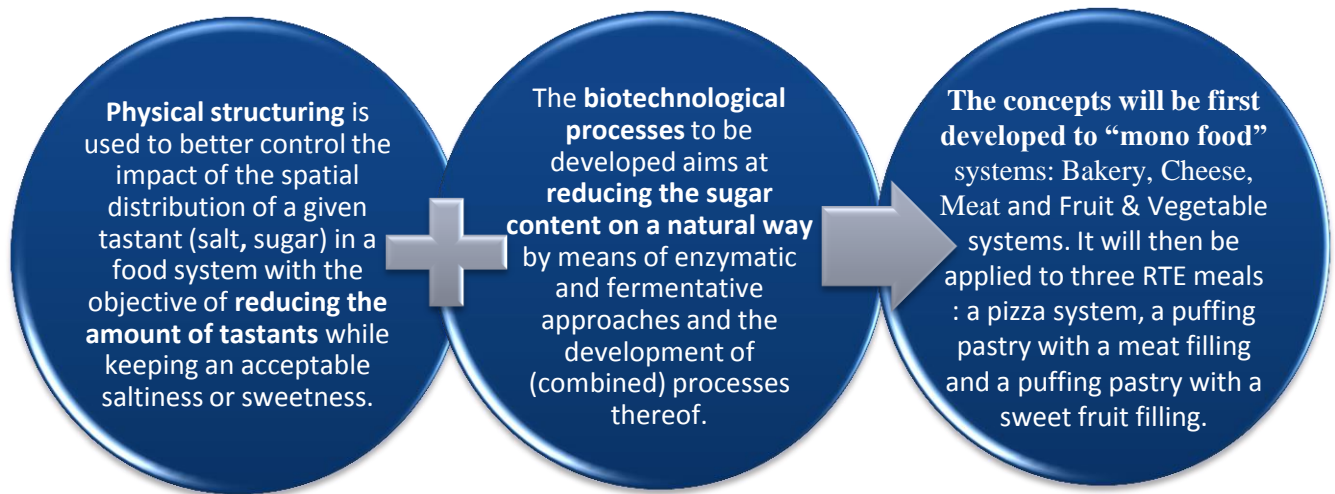


Modern eating habits have severe health implications with more than 60% of all diseases in industrial countries having their origin in malnutrition (low vitamin intake, high caloric food).

The excessive use of sugar, fat and salt in the highly demanded processed and convenience food leads to important health risks.

The design of healthier products that have a good consumer acceptance is therefore welcome by the new market.

# PLEASURE - the Concept



## The 16 partners and the 8 countries involved, are:

Biozoon Food Innovations GmbH (BZN)

[www.biozoon.de](http://www.biozoon.de)

SC Tritecc SRL (TTC)

[www.tritecc.ro](http://www.tritecc.ro)

University College Cork (UCC)

[www.ucc.com](http://www.ucc.com)

Promatec Food Ventures BV (PROMA)

[www.promatecfoodventures.com](http://www.promatecfoodventures.com)

VMI Pétrins et Mélangeurs Z.I. Nord (VMI)

[www.vmi-mixer.com](http://www.vmi-mixer.com)

European Food Information Resource AISBL (EuroFIR)

[www.eurofir.eu](http://www.eurofir.eu)

PLC Ingredients Ltd (PLC)

University of Applied Science Weihenstephan Triesdorf(HSWT)

[www.hswt.de](http://www.hswt.de)

Agriculture and Food Development Authority (TEAGASC)

[www.teagasc.ie](http://www.teagasc.ie)

Alsacienne de Pâtes Ménagères (APM)

[www.apm-france.com](http://www.apm-france.com)

RLabs Market Research Limited Liability Company (RLabs)

Oniris-Nantes(ONI)

[www.oniris-nantes.fr](http://www.oniris-nantes.fr)

AZTI-Tecnalia (AZTI)

[www.azti.es](http://www.azti.es)

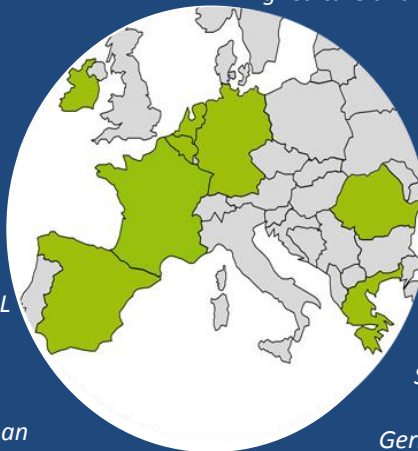
Productos Naturales de la Vega S.L. (naturvega)

Slegers Quality Meat Products b.V (SLE)

[www.slegers.biz](http://www.slegers.biz)

German Institute of Food Technologies (DIL)

[www.dil-ev.de](http://www.dil-ev.de)



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