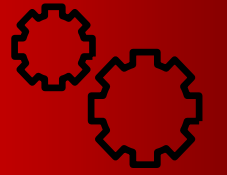




# CoGurt ( Coconut yogurt): Highly nutritious non-dairy yogurt



## INTELLECTUAL PROPERTY

This product is protected by Trade Secret

## SNAPSHOT

This product features a non-dairy coconut milk yogurt, which is formulated specifically to cater to the lactose intolerant consumers. It is highly nutritious, substituting dairy milk with coconut milk through mathematical model to achieve a stable, tasty and nutritious product suitable for all consumers.

## INTRODUCTION

Previously, some researchers have used a mixture of coconut and dairy milk as a substrate for yogurt production. However this still limits consumption for lactose intolerant people. Prior productions of yogurt from coconut milk as the only substrate have been carried out but none have applied mathematical model for optimisation purpose. For the first time in Malaysia, this product has been developed with optimized formulation of ingredient and processing parameters using mathematical model. As a result, a highly nutritious non-dairy yogurt is produced. This product can be obtained in liquid (end product) and powder form.

The powdered yogurt is a highly convenient product for industry. This product opens up lot of new possibilities for yogurt industry, enabling minimal logistic on expenses and maintenance. This ready to mix yogurt could be made by anybody. This product also has a long shelf life. This product is a mixture of dried ingredients like coconut powder, probiotic, prebiotic, emulsifier, stabilizer and flavor. All users have to do is just add water to mix according to the required ratio and a ready to serve yogurt is produced. Furthermore, this product can be further extending to transform into yogurt ice-cream and yogurt drink.

The liquid (end product) could be made by pre-heat the coconut milk for few minutes. After that gelatin will be added, then let it cool. Next, sufficient amount of mother culture is inserted to the coconut milk mixture. After that, the coconut milk mixture is left for incubation. Then, the mixture is kept refrigerated. Subsequently, the yogurt produced will be added with flavor and store at chilled condition.

## PRODUCT FEATURES

- Contains a good source of medium chain triglycerides
- Suitable for lactose intolerant people
- Alternative resources in yogurt production
- Reduce health problems that caused by dairy products.
- Highly nutritious with antimicrobial, antioxidant, antiviral properties
- Reduces inflammation and improves bowel function.
- Helps protect body from free radicals.
- Promotes thyroid function.
- Helps body absorb minerals.
- Helps weight loss by speeding up metabolism function.
- Promotes healthy looking hair and skin by providing essential fats, vitamins, minerals and amino acids



## MARKET POTENTIAL

Asia-Pacific has been proactively using probiotics-fortified functional food. Probiotics holds good growth potential in the region (except for Japan - as it is attaining maturity). The total probiotic cultures market is expected to grow from \$310 million in 2011 to \$522.8 million in 2018. This growth is mainly attributed to the development of the dietary supplements market. Emerging economies such as Singapore, Indonesia, and Malaysia are expected to play a major role in the probiotic cultures market, with the average earnings of individuals in these countries doubling over the past five years.



## WHAT'S NEXT?

The inventor is looking for interested investors to take this product to the market



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