



# Enabling Food Innovation Project

## CAKE DECORATING COMPANY

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The Cake Decorating Company are the UK's largest supplier of cake decorating supplies. They supply basics such as sugarpaste, cake boxes and cake boards along with more advanced products such as Cake Lace. They work closely with innovative and widely known cake designers.

### Project Brief: Nov 2016

1. The Cake Decorating Company are looking to develop a sugar-free sugarpaste. The paste must retain all the functionality of a traditional sugarpaste, namely: (i) be able to roll into a malleable sheet which is possible to work over a cake, (ii) develop a dry outer surface that does not crack or break holding a dye colouring.
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### The Response: Nov 2016

1. This work is ideal for a student NPD project. There are several instrumental characterisation tests the student group can perform to characterise a traditional sugarpaste, which can then be used to compare the sugar-free version to. The replacement of sugar, especially in this example requires either a single replacer that performs both the sweetening and the structural roles the sugar has within the product, or the development of a mixture of replacers that work together to produce the same effect without adding undesirable qualities to the product such as a cooling effect, an altered colour or a paste-like mouthfeel. Given the global drive to reduce the amount of sugar within the public's diet, this project will also give the students a significant amount of transferable knowledge and experience, both within the course and in their later careers.



### Benefit to the Business:

*“A sugar-free sugarpaste is a bit of a Holy Grail to us, achieving a reduction in the existing sugar content levels, but maintaining structural and flavour aspects of the best sugarpaste available today through sugar replacements. The student's NPD project has made great progress towards this goal and we are hoping to work with them further to continue this development.”*

**Debbie White – Cake Decorating Company.**

