

Kerry launches Sherex® Supreme, which save 50% cost for hard pack ice-cream

20 September 2022 | News

Sherex Supreme, which mimics the functionality locust bean gum (LBG) in ice cream, delivers up to 50% cost savings over other texture systems with no change in taste.



Sherex Supreme, which mimics the functionality locust bean gum (LBG) in ice cream, delivers up to 50% cost savings over other texture systems with no change in taste.

Kerry, the world's leading taste and nutrition company, is pleased to launch Sherex® Supreme, a newly developed, innovative texture system which replicates the functionality of locust bean gum (LBG) in hard-pack ice cream.

Over recent years, high demand, limited availability and extreme price increases for LBG have led to a search for solutions to deliver and match LBG's functionality at a reduced cost. Sherex Supreme does just that, Kerry's validation trials on premium, budget and standard hard-pack ice creams show that Sherex delivers the texture, mouthfeel and other taste attributes consumers expect from traditional ice cream, all at up to a 50% lower cost and with no change to the label or manufacturing process.

Tricia Hayes, Global Senior Director, Emulsifiers, Texture Systems and Gum Acacia, Kerry, said "LBG is a highly valued ingredient in ice cream manufacture that offers extensive functionality but over the last few years has also seen increasing demand and cost increases. Kerry's Sherex Supreme is a texture system that delivers the creamy mouthfeel, good aeration, desired viscosity and controlled meltdown that consumers expect from ice cream while offering up to 50% cost savings versus standard texture systems. Most importantly, Sherex Supreme maintains the indulgent rich ice cream taste so prized by consumers."

Demand for LBG has grown rapidly in recent years due to its exceptional functionality and suitability for many rapidly growing plant-based product applications, but supply has not kept up given the 10-year growth period required for the carob tree to bear the LBG-producing pods. This imbalance has led LBG prices to ratchet up by 800% over the last five years and a staggering sixfold increase just since 2020.

Kerry's research and development team continues to work intensively on a wide range of similarly exciting innovations for use in many different foods and beverage applications.