

# PAST THE PITFALL

## AVOIDING COMMON MISTAKES IN YOUR BAR DEVELOPMENT



You work hard to make a bar that consumers will love. Your time is incredibly valuable, and we're sharing tips to keep your bar project on track. I'm happy to share this advice from the team here at FONA. Take a look and as always, let us know how we can help you deliver on something delicious.

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### PITFALL 1 : SIMPLY REQUESTING "WATER SOLUBLE"

This is one of the most common mistakes that we see. When requesting a flavor, giving as much information as possible is incredibly helpful. If this is the only information they have, your flavor supplier will likely come back and request more details about your end applications. Different carriers will work differently depending on your bar and the processing it undergoes. Your time is precious – so avoid wasting time on that back and forth, whenever possible. Knowledge is power.



## PITFALL 2: RUSHING THE EQUILIBRATION

Most bars will equilibrate 80-90% in the first two weeks. However, it can take up to 16 weeks for a bar to fully equilibrate. Keep this in mind in your development. Let's drill into this a little deeper. What's the impact of rushing the equilibration?

### IMPACT ON FLAVOR:

#### Short Term Impact

Rushing equilibration can result in major profile and impact changes within the first few days. Day 0-1, there may be really strong peaks of flavor or off-notes that will mellow and blend by day 3. Even if a bar doesn't taste the way you want it to on day 1, it doesn't mean that the profile won't improve over time.

#### Long Term Impact

Improper equilibration can reveal itself in the long term, affecting flavor in the first four months post-production. Let's take a caramel macchiato flavored bar as an example. In the first month post-production, the coffee may be strong but over time that may fade while the caramel note comes out stronger. Proper equilibration can prevent these long-term effects.

### IMPACT ON TEXTURE:

#### Short Term Impact

Most bars are more pliable and less solid on the first day, but will harden dramatically over the first 2 weeks, which will affect your flavor delivery and mouth feel. For example, if your whey protein bar is the "right" texture on day 0, it will be hard as a brick a few days later – it absorbs the water rapidly. It really takes 2 weeks for the water to bind, so at day 0 – it should feel like a lot of extra liquid. The result will be a better protein bar later.

#### Long Term Impact

Rushing equilibration has long-term impact on texture. Post-production and over the length of the shelf-life, bars typically get harder or drier depending on the bar type and the ingredients. This may lead to development of off-notes not seen in early development and major changes in mouthfeel.

## PITFALL 3: FORGETTING TO "CONSIDER THE CARRIER"

Not all carriers perform the same way in each bar application. Consider these aspects in your development, but know that your flavor supplier should be able to customize a solution that is right for you and your product:

### PROPLYENE GLYCOL:

Can form a complex with some proteins causing flavor to be bound and loss of impact over time.

### ALCOHOL:

In low heat applications, such as protein bars, the alcohol may deliver a characteristic alcohol flavor in addition to the desired profile.

### WATER :

Due to the water holding capacity of various proteins, water can affect the final texture for bars causing hardening and dryness.



NEED TO KNOW WHAT PITFALLS TO AVOID?

NEED SOLUTIONS WITH ACCESS AND SPEED AT EVERY STEP?

We have so much to share. Let's Talk.

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