

# THERE ARE NO CHEAT DAYS ON KETO.

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Followers of the keto diet have to maintain a constant state of ketosis. That means high fat and low sugar. It also means *big business* for any ice cream that feels like indulgence without the carbs.

Yet our research shows that although consumers are committed to keto for the long-term, they're struggling to find convenient and delicious products on the market.



You can do the math. The opportunity is now. The right keto-friendly ice cream WILL find an audience with this group. But on a technical level, product development is a balancing act. You're dealing with...

- Sugar alternatives that all peak in intensity at different times
- A limited number of gums that have zero net carbs (and even fewer that won't affect taste)
- And a lot more oil than you'd typically see in an ice cream product

All of this can affect taste perception. At FONA, our taste experts are ready to guide you through your options. Whether you need that perfect flavor to complement your base, or you're looking to explore taste modification and sweetness enhancement, we've got you covered.

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**Let's Talk!**  
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