

OAT PRODUCT DEVELOPMENT: WHAT CONSUMERS WANT, WHAT'S BEING TESTED, AND THE POSSIBILITIES AND CHALLENGES AHEAD

Annual General Meeting
December 1, 2021
Maynard Kolskog & Dana Gibson

A LEADING POLYTECHNIC COMMITTED TO YOUR SUCCESS



NAIT CENTRE FOR CULINARY INNOVATION



Work with clients to solve problems:

Food Product Development

Ingredient Validation

Attribute Reformulations

- Taste Panels
- Video Reports
- Applied Research
- Student Researchers



- Maynard Kolskog
 - Certified Research Chef, 40 years Culinary Experience
- Dana Gibson
 - MSc. Food Science, 20 years working with the Food Industry
- Mariana Lamas
 - Research Associate, Culinary Arts 2017
- Joshua Ward
 - Research Assistant, Culinary Arts 2010
- Student Researchers



WHAT CONSUMERS WANT...

Top five attributes of clean label



38% No artificial ingredients

35% Fresh ingredients

31% Short ingredient list

28% Ingredient origin

26% Minimally processed

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FREE FROM











MUSTARD

CRUSTACEANS



MORE OAT INGREDIENTS

WHAT'S BEING TESTED...

- Soft Ice Cream
- High Protein Ice Cream
- Oat Cream Liqueur
- Oat Yogurt
- Fermented Oat Blue Cheese and Gouda
- Fermented Oat Cream Cheese and Slices
- Oat Miso
- Oat and Chick-pea Tofu



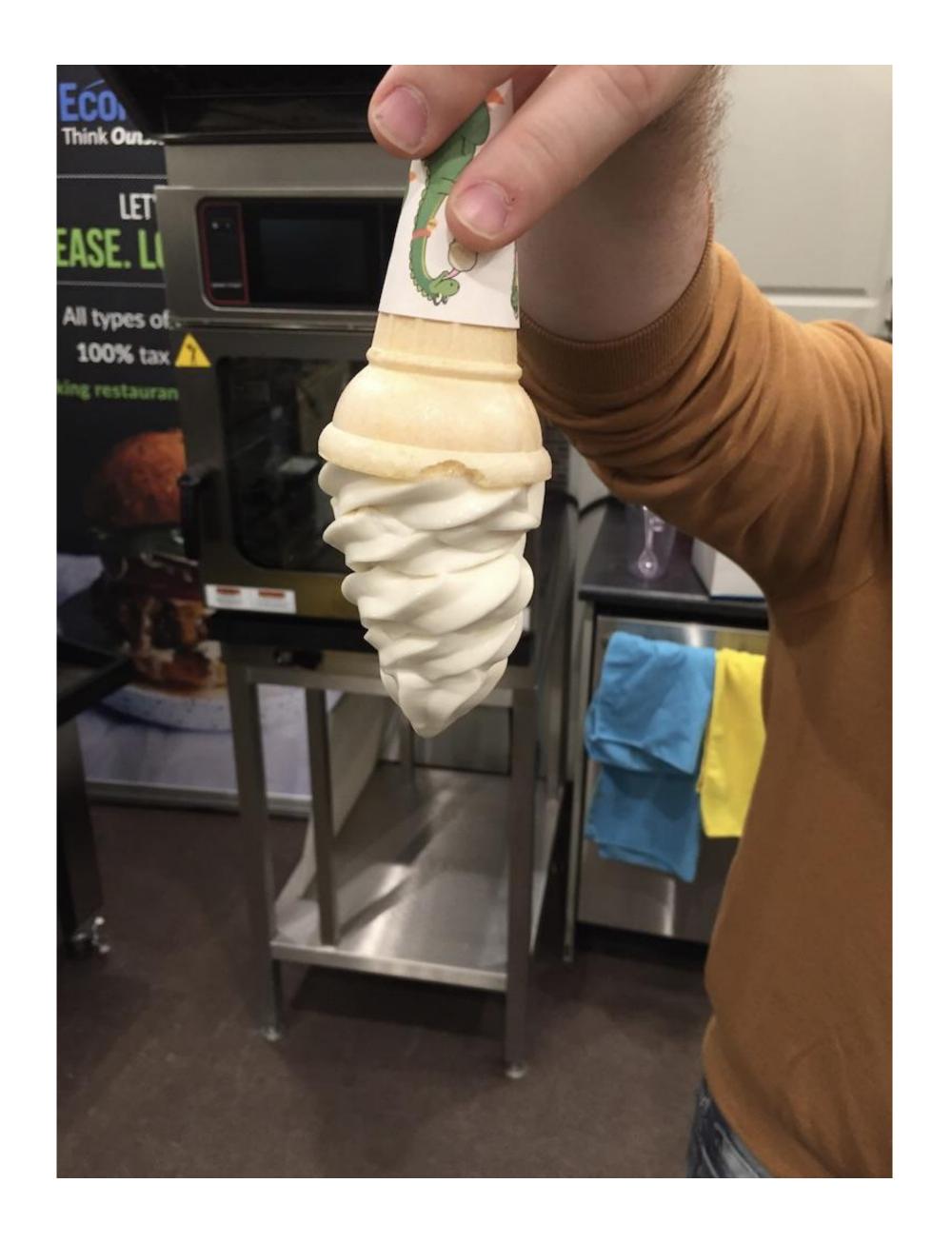
FERMENTED OAT BLUE CHEESE



MELTABLE OAT CHESE



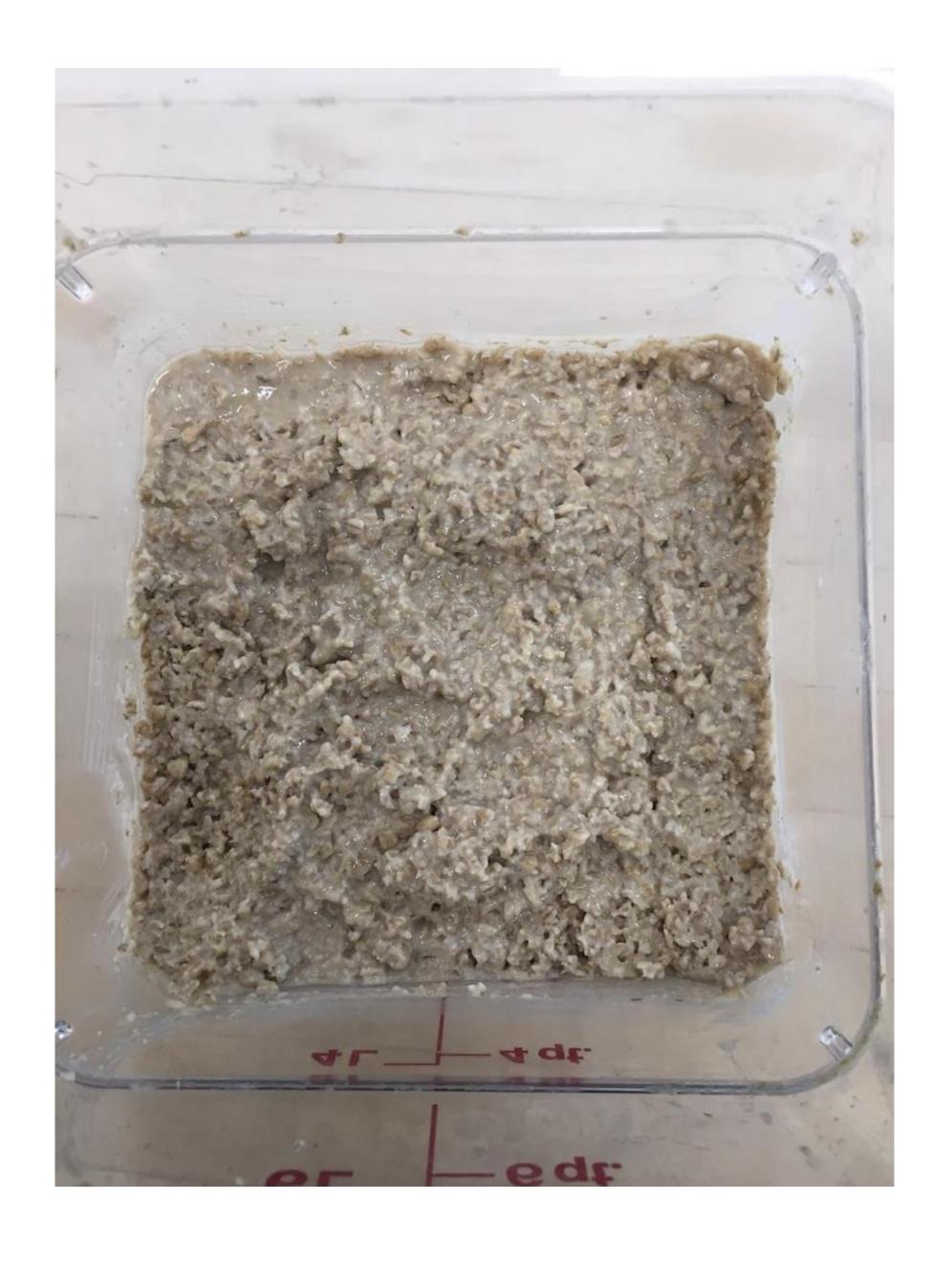
SOFT SERVE OAT ICE CREAM



HIGH PROTEIN OAT ICE CREAM



OAT MISO



FERMENTED OAT YOGURT



POSSIBILITIES AND CHALLENGES AHEAD

