

On Trend with Low Calorie, High Protein Snacks

Laboratoire PYC (Stand 773), Savena Group's nutritional subsidiary company, offers contract development, production and packaging services. Aiming to consolidate its presence in the weight management sector, the company has invested in the development of ready made and on-the-go products to complement its reconstituted powder goods (drinks, soups, etc.). Its latest innovation is a low calorie savoury snack that's high in protein and low in carbohydrates. It can be eaten as a predinner cracker or be served with a salad. The wafer-like product offers twice the protein content and less than half the carbohydrates of regular savoury snacks.

And, whereas other weight management bars target the requirement for sweet flavours, very few satisfy savoury/salt cravings. Laboratoire PYC now offers its customers (pharmaceutical laboratories, specialized stores, dietetic brands) a way to fulfil an unmet need in this field. The company has just launched a ready-made high protein and low calorie vanilla pudding, adding to its chocolate product. And, they're also reformulating their small, high protein/low calorie bottled products to improve the taste (www.laboratoire-pyc.com).



