Monalisa Frozen Yogurt

Frozen Yogurt — in particular the matter of Pre- and Probiotics is important to one and all. You will notice; we talk about “Frozen Yogurt”, and not “Yogurt”.

The difference is a tricky subject but one that needs to be addressed. However, we found common ground in the debate about what to call Frozen Yogurt. So, is it Yogurt, or is it something different? The answer is “it is something different, it is Frozen Yogurt”.

Traditional Yogurt is served at about +7°C while Frozen Yogurt is served about −7°C. So, you start off with about 14°C difference.

It being a tricky subject; makes it important one, so we would like everyone to know the following:

1. We manufacture according to Australian and New Zealand food standards. (Please see the following website: [http://www.foodstandards.gov.au](http://www.foodstandards.gov.au))
2. The required minimum live bacteria count for us in Australia and New Zealand is: 1-Million per gram in its powder form. However, because the powder has a 12 months shelf life we start off with about 10-Million live bacteria per gram.
3. Few countries have standards for Yogurt and/or Frozen Yogurt, but you may want to check if your country has any.

Now, let’s turn to why we call it “Frozen Yogurt” and not just plain “Yogurt”. In Australia and New Zealand it’s not only the amount of live cultures that matter, it must have a specific PH also if the word “Yogurt” is used.

So let’s first look at how regular “Yogurt” is usually made and then how you make our “Frozen Yogurt” — NB! You may already know all of the followings; but in case not here goes:

Milk is clarified and separated into cream and skim milk, then standardized to achieve the desired fat content. The various ingredients are then blended together in a mix tank equipped with a powder funnel and an agitation system. The mixture is then pasteurized using a continuous plate heat exchanger for 30 min at 85°C or 10 min at 95°C. These heat treatments, which are much more severe than fluid milk pasteurization, are necessary to achieve the following: (a) produce a relatively sterile and conducive environment for the starter culture; (b) denature and coagulate whey proteins to enhance the viscosity and texture. The mix is then homogenized using high pressures of 2000-
2500 psi. Besides thoroughly mixing the stabilizers and other ingredients, homogenization also prevents creaming and wheying off during incubation and storage. Stability, consistency and body are enhanced by homogenization. Once the homogenized mix has cooled to an optimum growth temperature, the yogurt starter culture is added. A ratio of 1:1, ST to LB, inoculation is added to the jacketed fermentation tank. A temperature of 43° C is maintained for 4-6 h under quiescent (no agitation) conditions. This temperature is a compromise between the optimums for the two microorganisms (ST 39° C; LB 45° C). The titratable acidity (TA) is carefully monitored until the TA is 0.85 to 0.90%. At this time the jacket is replaced with cool water and agitation begins, both of which stop the fermentation. The coagulated product is cooled to 5-22° C, depending on the product. Fruit and flavor may be incorporated at this time, then packaged. The product is now cooled and stored at refrigeration temperatures (5° C) to slow down the physical, chemical and microbiological degradation.

Now let’s look at Frosty Boy’s “Monalisa Frozen Yogurt”:

It is in fact a different product all together. It is made with added Pre-biotic and Pro-biotic live cultures, namely “good bacteria”. You can read all about good bacteria this in the little book “User’s Guide to Probiotics” published by basic Health Publications talks about. (ISBN 1-59120-114-4). We strongly recommend that you buy this little book to read for your personal benefit and that of your family and friends.

So, when looking at Frozen Yogurt we need to focus on the importance of the Pre-biotic that is the source of food for the Pro-biotics (good bacteria).

We are lead to believe that the good bacteria one ingests by eating ordinary Yogurt is short lived in the absence of Pre-biotics that are needed by the Pro-biotics to feed on. So, what do our Frozen Yoghurts contain that makes them better than fermented Yogurt? In addition to spray dried Yogurt, i.e. Yogurt powder, it contains a mass of “good bacteria” but as important it contains Inulin on which the Probiotics feed and multiply.

*Our Frozen Yogurts comes with either Citric/Malic/Ascorbic acid and the live cultures are simply added and you eat it in a completely different physical form that we call Frozen Yogurt to distinguish it from fermented Yogurt.*

(If you eat our Frozen Yogurt with Ascorbic Acid you ingest 25% of Vitamin C, RDI per 100 gram serve).

So to “compete” with fermented Yogurt is not what Frozen Yogurt it is about. Frosty Boy’s Monalisa Frozen Yogurt is about being a healthy alternative to regular Ice-cream. Our Monalisa Frozen Yogurt with Pre- and Probiotics is “fat-free”, “cholesterol-free” and “trans-fat-free”. It is all about the magic of Pro-biotics that multiply rapidly into billions naturally if there is sufficient Pre-biotics present for the Pro-biotic to feed off.

Scientific studies have shown that the beneficial/good bacteria (Pro-biotics) that colonize our intestines (although many refer to them simply as acidophilus, the most common of the species) are
an important component of the immune system (and the digestive tract) working for us in a variety of ways. They are well known to fight the harmful bacteria that commonly live in smaller numbers within our bodies, keeping them from becoming a problem.

They also fight the bacteria that arrive through exposure to contaminated water and food, especially raw vegetables or improperly cooked foods. The spinach scare in the US was a perfect example of this. Not everyone who consumed the contaminated spinach fell ill, but those with few or no beneficial bacteria left in their gut to fight the pathogenic E. Coli become violently ill, or sadly even died when they could have lived if they have a full count of good bacteria in their intestines. In the little book we recommend you will see that the average Canadian has less than half of the required good bacteria in their body system.

Another way that Pro-biotics support immune function is that they deliver important messages to the lymph nodes that line the intestinal tract, which are considered an integral part of the immune system. Pro-biotics also reduce inflammation, helping to prevent serious conditions like Crohn’s disease and ulcerative colitis. Pro-biotics seem to also fight other harmful pathogens including parasites, fungal infections (including Candida) and viruses that can cause colds, the flu.

This is the message about our Frozen Yoghurts — it is excellent because of the large amount of Pre-biotics it contains. The good bacteria can thrive and multiply and do not simply disappear after some time in the gut.

**Monalisa Tart** is a truly delicious low fat frozen yogurt which is rich, creamy, tarty and gives you the feeling you are eating something close to fermented Yoghurt you buy in the supermarkets. Perfect served plain or as a base for fruit flavored frozen yoghurt. Kosher certified variety available

**Monalisa Medium** has a creamy texture and perfectly balanced citrus flavor, Monalisa medium offers a refreshing taste without compromising the genuine yoghurt after taste. Its qualities make it the perfect base for creamy and sweet flavorings such as vanilla, coffee, chocolate, caramel and more. Kosher certified variety available.

**Monalisa Mild** is a vanilla-flavored creamy frozen yogurt. Monalisa Mild flavor has hints of yoghurt, this product is ideal to be served either plain, flavored or as base for shakes

Andre – CEO International Business - Frosty Boy
Ivan – Business Development - Aussie Blends
ivan@aussieblends.com
305-807-8652

NOTICE PROPRIETARY WARNING AND DISCLAIMER: This, without prejudice e-mail and attachment(s) contain legally privileged information and copyright material confidential to the intended recipient. If you are not the intended recipient, do not use it in any manner; please notify the sender, and then delete it. The authorized user of this e-mail facility hereby distances itself from, and accepts no liability for the unauthorized use thereof. Frosty Boy Australia offers its products for sale subject to the availability of ingredients and materials and in terms of its standard international or domestic trading terms and conditions or supply contract terms and conditions, as the case may be or may require. Prices are subject to change. All rights are reserved.