

The innovative proposition

to attract investors and buyers

1. Name of innovation

**DEVELOPMENT OF TECHNOLOGY OF SUGAR CONFECTIONERY
PRODUCTS WITH SYNBIOTIC**

2. Intellectual Property

Select the appropriate position, put the mark «+». Write relevant information.

- Patented Innovation countries: Ukraine
- Filed for a patent countries: _____
- License agreement or Exclusive rights. Exclusive rights _____
- Other (specify) _____

3. Type of innovation

Select the icon by replacing from "-" to "+"

+ Product
+ Technology

+ Result of R&D
- Other (discussed separately)

4. Areas of innovation

Select one or more applications innovation by replacing from "-" to "+" .

-	Automobiles, transport and logistics
+	Agriculture and food technology
-	Aerial and space technology
-	Biochemical technology
-	Building
-	Military Industrial and Safety
-	Energy and Energy Saving
-	IT-technology, ICT industry and services
-	Light industry
-	Marine industry and services
-	Environment
-	Nano- and Micro Technology
-	New materials
+	Medicine and Health
-	Creative industry
-	Tourism and cultural heritage
-	Other. (Please specify below the scope)

5. Novelty

What does innovation superior (in digits or qualitatively) already existing? (The answer should be clear and concise - three main arguments in support of the use of promising innovations in domestic and/or foreign markets)

Creation of new products (marmalade, fondant and marshmallows with synbiotic) for the consumption of people with intestinal microbiocenosis disorder contributes to the expansion of the range of healthy confectionery products.

Based on the analysis of the technological and physiological properties of pro- and prebiotics, practical measures have been developed that allowed the production of marmalades, fondant and marshmallows using the synbiotic complex, which, on one hand, will lead to the introduction of physiologically relevant micronutrients into the diets of the population, improvement of consumer properties and digestibility of confectionery products, and on the other – to attraction of consumers' interest to manufactured products and, consequently, increase the profitability of the enterprise.

The technology of manufacturing fondant, jelly marmalade and marshmallows with a synbiotic complex, which consists of probiotics (immobilized cultures of *Bifidobacterium bifidum*) and prebiotics (lactulose), has been developed. Inclusion of developed products into the diet will not so much provide the human body with energy and plastic material, as it will regulate and simulate specific physiological functions aimed at normalizing the intestinal microflora and promote the immunity.

The use of a synbiotic additive in the technology of sugar confectionery will allow not only to increase their physiological value, but also to achieve the following technological effects: improvement of structural and mechanical properties of semi-finished products; improvement of sensory properties of finished products; reduction of the sugar content in the formula by 10%, slowing down the process of "staling" of the products due to the reduction of moisture loss.

The developed technologies allow to produce sugar confectionery products with anti-dysbiotic properties and can provide a health-improving effect in the presence of dysbiosis.

3 patents of Ukraine for developed confectionery products have been obtained.

The market for the proposed products is wide, since dysbiosis affects about 75...90% of the adult population of Ukraine.

Industrial testing of the technology has been conducted at the industrial enterprises. The technology for small-scale production has been developed and the normative documentation has been drafted. The technology is ready for implementation.

6. Stage of Innovation

What is innovation's stage of development? Select the icon by replacing from "-" to "+"

-	The concept, proof of concept
-	The prototype, which tested and available for demonstration
+	The technologies for small-scale production
+	The technology is ready for industrial application
-	Commercialized

7. The presentation innovations

Select one or more forms by replacing badge from «-» to «+»)

-	The demonstration model
+	Multimedia presentation
-	Report

8. Information about the participants, which apply innovation

	<i>If innovation is filed away</i>
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