

# PROBIOTIC AND PREBIOTIC CONTAINING (SIMBIOTIC) NEW GENERATION ICE CREAM PRODUCTION AND BRAND FORMATION PROCESS: ULUDAG UNIVERSITY STUDENTS' APPLICATIONS

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## Abstract

The increase in obesity in the world in recent years has allowed people to understand the link between diet and health. Functional foods come to mind when it comes to the protection of our health. Functional foods, which are defined as "foods containing some component(s) that promote health beyond traditional foods, are also known as designer, medical, nutraceutical, therapeutic and super foods. From functional foods, for example, prebiotic (soluble fiber) and probiotics, which have been defined as "live microorganisms" and when they are consumed in sufficient quantities according to FAO/WHO, resulting in beneficial effects on health in the host, reduce the risks of many diseases and may even be used therapeutically in some diseases. Bifidobacterium should be used with prebiotics that can pass through the intestine without being digested to accelerate the activity of the intestines.

Although there are ice creams produced by use of these materials in many countries, there is no commercial production yet in the Turkish market.

Therefore, in this study, it is aimed to produce an ice cream with probiotic + prebiotic combination, to standardize the production stages, to transfer the branding process and to make these gains reproducible. For these purposes, in this study, *Bifidobacterium bifidum* culture and inulin as a prebiotic were chosen. Traditional ice cream machine and pasteurator were used. Microbiological and chemical analysis of ice creams produced have not been completed yet. According to sensory evaluation panel, high score was estimated for ice creams that were produced in this study.

In conclusion, this study showed that ice cream with pro- and pre-biotic combination (symbiotic) could be produced in a good standard, which is considered to have a patent application and commercial potential.

*Key words: Ice cream, probiotic, prebiotic, symbiotic*