ADDEX: A NOVEL ADDITIVE THAT REDUCES OIL ADSORPTION AND DETERIORATION IN FOOD

TECHNOLOGY DESCRIPTION

The technology is an additive from edible plant extract to prevent consumption of high oil content through fried food.

TECHNOLOGY FEATURES

This additive (Addx) is able to reduce oil adsorption in fried food by 85 % and confers health benefits to the consumers. The technology is expected to replace various synthetic oil additives in the market which are cheap, effective but may cause harmful effects to consumers in long term. Prevention of oil adsorption into the fried food by Addx will reduce calorie intake into human body. The Addx has anti-tumor and cancer protective properties which makes it a good substitute for the frying oils available in the market. The new additive oil is expected to meet the market's growing demand for fat replacers, sweeteners and hydrocolloids.

ADVANTAGES

- Reduce oil adsorption
- Anti-tumor and cancer protective properties

INDUSTRY OVERVIEW

Prospect: Palm oil producers, fast food restaurants, fried food industry

Malaysian palm oil production in 2008 was 17.31M MT or 40.2% of total world palm oil production. Malaysia exports 19,198,000 tonnes of oils and fats in 2011. On the other hand, between 1999-2003, the total number of outlets for the Malaysian fast food market increased by 34.5% and the fast-food sector achieved 7% of Compound Annual Growth Rate. An increasing of 167 fast food outlets to reach 3,326 portrayed that fast food restaurant in Malaysia was highly demanded and chicken fast food remains the most popular among all types of fast food. Restaurants and restaurants cum night clubs account for 44,148 establishments (37.3 %) with value of gross output and value added 57.9 and 58.4 billion respectively.

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