SUBSTANTIATION OF THE ROLE OF «NEApectin–Ca²⁺» SYSTEM IN ASSORTMENT OF LOW CALORIE CULINARY PRODUCTS

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In modern conditions of the development of Ukraine economy the particular importance belongs to the issues of creation and introduction of energy saving technologies of food products. It largely depends on innovative science and knowledge, allowing the most efficient use of resource the capacity to improve the competitiveness of products. Thus a scientific approach is an essential component in the process of formation of innovative product ideas and strategies of promoting it on the market. The article analyzes scientific approaches to the definition of «structure formation in the system «NEApectin–Ca²⁺» as a range of low-calorie jelly-like culinary products, as a determining factor.

The article describes the processes of gel formation in food systems based on low-esterified midirunner of pectin, a substance and results.

The author identified the priority areas and the types of products that have a competitive advantage among the competitors on the market of such products.

Keywords: pectin, calcium, gelation, complexation, low calories product.