ANALYSIS OF TECHNOLOGIES OF PRODUCTS MADE OF COTTAGE CHEESE AS A PRECONDITION OF DEVELOPMENT OF INNOVATIVE PLAN OF NEW PRODUCTS

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Classical technologies of the production of cottage cheese are analyzed. The main imperfections and defects of texture and organoleptic properties of cottage cheese are established in correlation with the parameters of the technological process. The main technological methods that allow to partially avoid negative changes in the properties of cottage cheese are determined.

The analysis of technologies of culinary products based on cottage cheese is made, the main innovations in production of products based on it are highlighted. It is shown that the main innovations directed to the improvement of functional-technological, physiological and consumer properties of cottage cheese lie in the development and production of products with probiotics, inulin-containing raw materials, cereal fillers, thickeners, water-retaining components, stabilizers of the structure.

It is proved that these methods are aimed at eliminating the already existing shortages of cottage cheese in the course of its further processing. The model of the technological process of the production of cottage cheese which describes an opportunity of regulating the salt composition of skimmed milk by using sodium alginate as a natural ion-exchanger is developed.

The innovations that adopted for implementation to the technology of semi-finished products based on cottage cheese (marketing, technological, technical and organizational) are determined. The idea of innovative new product is developed. As part of an innovative idea product concept is defined, its organoleptic properties, segment customers and key competitive advantage. It is shown that the introduction of semi-finished products will improve technological processes, offer semi-finished products with high nutritional and biological value, long term storage, expand the range of culinary products based on them.

Keywords: cottage cheese, technology, innovative design, semi-finished product.