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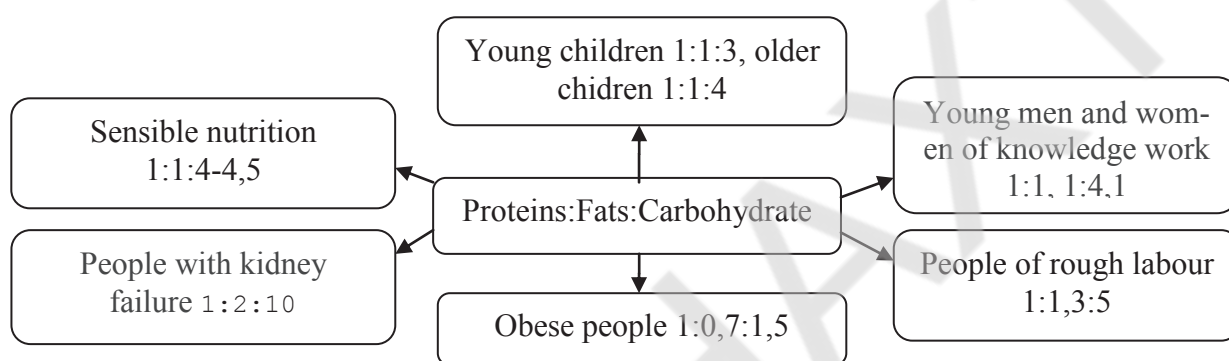
РОЗДІЛ 5

**ТЕХНОЛОГІЧНІ АСПЕКТИ ВИРОБНИЦТВА ХАРЧОВИХ  
ПРОДУКТІВ ЛІКУВАЛЬНО-ОЗДОРОВЧОГО НАПРЯМКУ**

## HIGH-PROTEIN DESSERT

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In terms of technological progress, the general acceleration of life, many stressful situations and negative ecological situations quality of the food is largely unchanged. The basis of all life processes of the human body is a constant exchange of substances between the organism and the environment. The role of food is to replenish energy and tissue elements, which are necessary for growth, development and functioning of the body, providing metabolism, normal health and work qualification. Value of major macronutrients which are recommended for modern youth is shown in Figure 1.



**Figure 1 – Value of fixed macronutrients which are recommended for modern youth**

Due to the food continuous of flow of two opposite and interconnected processes of assimilation and dissimilation are provided. The analysis of the different food groups in Ukraine shows that in recent years significantly disrupted the structure of Ukrainian food. Consumption of meat and milk, fruit, fish and vegetable oil is decreased. However increased consumption of the product, which is rightly called national – potatoes. Consequently, a large segment of the population (62.7 %), so people which have low total costs as well as those who receive a living wage, consume mostly potatoes and bread. As a consequence, their diet is poor in biologically valuable products of animal origin. At the same time diet has increasing of the content of simple carbohydrates and animal fats; level of pectin and fiber dramatically decreased (deficit reaches 70 %), which regulates the activity of the colon.

The youth of today even the older generation extend away from different diets and increasingly draws attention to the principle of a healthy diet. It is an open secret that the normal functioning of the body depends on necessary proteins, fats, carbohydrates, vitamins and minerals. Protein is an essential building material of our body. Because every cell in the body consists of it and it is part of all tissues and organs. In addition, a special type of protein serves as enzymes and hormones in living organism.

For the last years the demand increasing worldwide for products that have a high protein content. According to the experts, today it is one of the major trends in the global market of foods and beverages. According to a study which was conducted by the portal Foodingredientsfirst.com, tendency of rising popularity of products enriched with protein, significantly affects the business of food producers. This was stated by 25 % of respondents in the study. This trend is clearly confirmed by the data, which was presented by Innova Market Insights.

Almost 3 % of new food and drink launches in the global market for the period from March 2013 to March 2014, positioned as being «high protein» or «rich in protein». The need for protein increases:

- during illness, especially after surgery and during recovery;
- during work, which requires heavy physical exertion;
- in the cold season, when the body consumes more energy for heating;
- during the intensive growth and development of the organism;
- during sporting events and preparing for them.

List of branches, which developed new High products is constantly expanding. A few years ago such innovations launched mainly for sports nutrition. Today there is produced protein, which enriched yogurts, beverages, ice cream, confectionery, snacks and many other product categories. «Protein boom» is being observed in the European, Asian and American markets. If we consider the market of dairy products in Ukraine in recent years the dairy market is characterized by strong volatility. The economic situation in the country and international affects on the dairy industry. Market analysis of milk and dairy products shows that changes have occurred in this area in 2016. Dairy products are an important part of the diet in Ukraine. Dairy products are a source of vitamins and microelements. However, the population of Ukraine reduces consumption of dairy products because of their sharp rise. Ukrainians consume 220 kg of dairy products per capita. This figure is significantly lower than in the EU, where a person consumes 260 kg of milk products a year. When consumers choose dairy products primarily they are guided by the price. Products with natural milk are more expensive, so people take dairy products with additives. Most of people buy milk. It is used for cooking and drinking. Another popular product is drinkable yogurt. They are nutritious, quickly saturated and can be carried. Drinking yogurt is liked by office workers, students and athletes. Popularity of a healthy lifestyle among the population has increased the demand for cheese. Parents buy various yoghurt and cheese masses for children. It is necessary to expand the domestic market of dairy products. Increasing the number of dairy products may interest consumers.

To design dessert for children, raw milk is used as a basis, which is a rich source of protein, Ca, B<sub>1</sub> and B<sub>2</sub>, collagen, vitamins A and desserts E. Fortification is carried out by administration way of vegetable origin – cereals, legumes, vegetables and fruits the use of which provides the necessary structure formation and its stability in the technological flow, high food balance for amino acid and vitamin content, but also increases the digestibility of foods containing carbohydrates, especially starch. Protein dairy products have a significant role in this process (cheese products, soft and melted cheeses, etc.), whose development is involved by many domestic and foreign scientists but has not defined the general concept of enriching raw vegetable fillings. Relevant is the search for new recipes and technologies for the production of dessert, with high nutritional and biological value.

## **НАУКОВІ ПІДХОДИ ДО ВИКОРИСТАННЯ ПРОБІОТИЧНИХ ПРОДУКТІВ У ЗАКЛАДАХ РЕСТОРАННОГО ГОСПОДАРСТВА**

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Протягом останніх років все більшої популярності набуває прагнення населення до споживання якісних та безпечних продуктів харчування. Для забезпечення здорового харчування населення надзвичайно важливим і актуальним є завдання створення

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