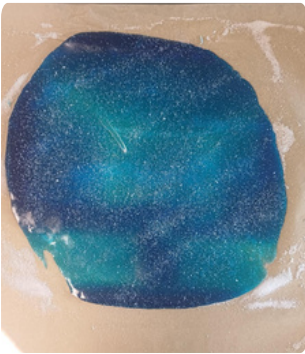


Pure Imagination Retail Ltd



Introduction - Pure Imagination Retail Ltd is a confectionery-focused retail business that identified a clear gap in the market for a reduced-sugar gummy sweet that still delivered on flavour and texture. To develop this opportunity into a viable product concept, the company worked with Food Innovation Specialist Rachel Little.



Challenge - The project required the development of a gummy confection that was entirely gelatine free, contained no sugar alcohols, and achieved a sugar content of less than 3 grams per 100 grams. These restrictions removed many common confectionery ingredients and approaches, making it challenging to create a product that still delivered the familiar taste, texture, and overall experience expected from traditional gummies.



Solution - Working closely with the business, targeted research was carried out on alternative ingredients and production methods that could support a reduced-sugar, gelatine-free confectionery system. Recipe development formed the core of the project, involving repeated trials to refine texture, flavour delivery, and stability while ensuring compliance with the nutritional and ingredient constraints. This approach allowed the team to gradually narrow down viable formula options and confirm that the required sugar threshold could be achieved without relying on sugar alcohols.



Impact - The collaboration resulted in the successful development of three distinct gummy recipes: sour watermelon gummies, fizzy peach ring gummies, and sour blue raspberry belts. Each formulation met the target of less than 3 grams of sugar per 100 grams and complied fully with the brief of being gelatine free and free from sugar alcohols. These outcomes confirmed both the technical feasibility of the concept and the commercial potential for Pure Imagination Retail Ltd to introduce a reduced-sugar gummy range into its product lineup.