

How to Start Ice Cream

Manufacturing Business

Flavoured Ice cream, Production Process,
Flavored Ice cream Making, Packaging



Introduction

Ice-cream is one of the fastest growing food categories in India. Notably, the business is seasonal in nature with April to June being the peak season and November to January the lean months. Sales slacken during the monsoons also. India is the most rapid growing ice cream market globally, with ice cream treats fast becoming a part of Indian culture. Indian consumers are turning into regular patrons of ice cream parlours, helping to fuel greater interest in packaged offerings in the country.

Ice cream parlours are a booming business in India, and this popularity is making its way to retail.



In value terms, the organised segment of India's Rs 3,000-crore ice cream market has been growing at 19.5 per cent a year for the last five years. Many established food and lifestyle trends, such as limited edition, indulgent, natural and premium ingredients have led to the establishing of ice cream ranges under claims of 'premium'.

The ice-cream market has been through an evolution wherein the category has grown in shape and form right from consumer perception to the products and services being offered. Ice-cream, which was considered an indulgent category in the past, has now evolved to a stage where it is largely and happily perceived as a snacking option by consumers.

This change in perception has come about thanks to increasing disposable incomes and greater discretionary spending. Also, the growing reach of the media has allowed operators in this category to expand their range and recall value. The change in the perception of consumers has allowed the category to grow in volume. Ice-cream, as a category, has been growing at a healthy CAGR of ~10-15%.

The overall ice cream market is estimated at over 250 mn litre valued at around Rs. 17 bn.



Nearly a fourth of the market by volume at 50 mn litres is in the organized sector with players like Amul, Hindustan Unilever (HUL), Mother Dairy, Vadilal having a major share. In value terms, the organised sector has an overall market of over Rs. 10 bn. The PHD Chamber of Commerce and Industry has projected that the size of ice cream industry, estimated at Rs. 45 bn in 2013 is likely to jump to Rs. 70 bn by 2018. The domestic ice cream industry would grow at the compounded growth rate (CAGR) of about 25% in future with high profit margins ranging between 15 to 20% to reach the project level since its per capita consumption has gone up at 300 ml against world average of 2.3 litre.





Ice Cream is a favourite food of millions around the world. It is a frozen mixture of a combination of component of milk, sweeteners, stabilizers, emulsifiers and flavours. Ice cream is a palatable, nutritious and relatively inexpensive food. No other food enjoys so much popularity and has as attractive a form and appeal as ice cream. Ice cream is composed of the mixture of food materials, such as milk products, sweetening materials, stabilizers, emulsifiers, flavours or egg products which are referred to as ingredients. Milk fat is of major importance in ice cream.



It contributes rich flavor to the ice cream, is a good carrier for added flavor compounds and promotes desirable textural qualities. Stabilizers are used to prevent the formation of objectionable large ice crystals in ice cream. Emulsifiers are used to produce ice cream with smoother body and texture, to impart dryness and to improve whipping ability of the mix. Flavour is considered the most important characteristics of ice cream. It has two characteristics; type and intensity.

Classification of ice cream may be based on commercial terms commonly agreed upon or on regulatory composition requirements or flavor labeling standards.



Commercially ice cream is classified as plain ice cream, chocolate, fruit, nut, frozen custard, confection, bisque, puddings, mousse, variegated ice cream, Neapolitan, ice milk, lacto, novelties, frappe etc. The basic step of production in manufacturing ice cream are composing the mix, pasteurization, homogenization, cooling, ageing, flavouring, freezing, packaging, hardening, storage, loading out products and cleaning of equipments.

Ice cream can be mass produced and thus is widely available in developed parts of the world. Ice cream can be purchased in large cartons from supermarkets and grocery stores, in smaller quantities from ice cream shops, convenience stores, and milk bars, and in individual servings from small carts or vans at public events.



Ice cream is expected to continue to expand robustly in India as purchasing power increases and as manufacturers invest in expanding the availability of ice cream in small stores.

Some of the fundamentals of the book are composition of ice cream mixes, the role of the constituents, diet science and classification of ice cream, caloric content of ice cream and related products, milk fat content of ice cream, classification of ice cream and related products, artificially sweetened frozen dairy foods, ingredients of ice cream roles and properties, effect of sweetener on freezing point, influence on ice crystal size and texture,



flavour and colour materials and preparation, ice cream mixer preparation processing and mix calculations, the freezing process, the freezing point of ice cream mixes, ice cream handling, cleaning and sanitation, varieties, novelties and specials etc.

It is a comprehensive book which covers all the aspects of manufacturing of ice cream in various flavours. The book is meant for entrepreneurs, technocrats, professionals, researchers, dairy technologists etc.



Table of Contents

1. ICE CREAM-HISTORY AND DEVELOPMENT HISTORICAL BACKGROUND

2. COMPOSITION OF ICE CREAM MIXES

COMPOSITION

THE ROLE OF THE CONSTITUENTS

Milk Fat

Milk Solid Not Fat (MSNF)

Sweetener Solids

Egg Yolk Solids

Stabilizers

Emulsifiers

Total Solids

Water and Air

Flavour



IMPORTANCE OF FLAVOUR COLOUR
OPTIONAL INGREDIENTS
THE BALANCED MIX

Conditions, That Limit the Balancing of a Mix
Mix Properties
Mix Stability

3. DIET-SCIENCE AND CLASSIFICATION OF ICE CREAM

NUTRITIONAL VALUE

Energy Value and Nutrients
Energy Content of Food

CALORIC CONTENT OF ICE CREAM AND RELATED PRODUCTS

Energy Content of Ice Cream and Related Products
Protein Content of Ice Cream

MILK FAT CONTENT OF ICE CREAM

MILK FAT CONTENT

CARBOHYDRATES

Carbohydrates in Ice Cream
Minerals



MINERALS IN ICE CREAM
VITAMINS

Vitamins in Ice Cream

PALATABILITY AND DIGESTIBILITY OF ICE CREAM

CLASSIFICATION OF ICE CREAM AND RELATED PRODUCTS

Commerical Grouping of Ice-Cream and
Related Products Plain Ice Cream

Chocolate

Fruit

Nut

Frozen Custard

Confection

Bisque

Puddings

Mousse

Variegated Ice Cream

Neapolitan

Ice Milk



Fruit Sherbet

Ice

Novelties

Frappe

Granite

Souffle

Frozen Yoghurt

Lacto

Fruit Salad

Fancy Moulded Ice Cream

This group includes

Mellorine-type Products

Artificially Sweetened Frozen Dairy Foods

Non Dairy Frozen Dessert

Labelling Requirement Grouping

Regulatory Type Classification



4. INGREDIENTS OF ICE CREAM-ROLES AND PROPERTIES

SOURCES OF MILK SOLIDS NOT FAT

Milk

Milk Products used in Ice Cream Sources of Fat

Skim Milk

Butter Milk

Concentrated Skim Milk

Sweetened Condensed Milk

Skimmed Milk Powder

Special Commercial products

Whey Protein Concentrate

Mineral Salts

Unsalted Butter

Sweeteners

SOURCES OF SUGAR

Effect of Sweetener on Freezing point

Sucrose

Corn Sweeteners and Related Ingredients



Dextrose
Corn Syrup
Dried Corn Syrup
Invert Sugar
Honey
Other Sweeteners
Nonnutritive Sweeteners

EGG AND EGG PRODUCTS

Fat Replacers
Sugar Alcohols
Syrups

STABILIZERS AND EMULSIFIERS

Function of Stabilizers
Influence on Ice Crystal Size and Texture
Shape and Body Characteristics
Retention of Air
Role in Fat Destabilization
Control of Sandiness



STABILIZERS

Casein
Sodium Alginate
Carrageenan
Guar Gum
Locust Bean Gum
Sodium Carboxy Methyl Cellulose (CMC)
Pectin
Agar-Agar
Xanthan Gum
Hydroxypropy Methyl Cellulose
Other Gums
Starch
Stabilizer Blends

EMULSIFIERS

Type of Emulsifiers
Glycerides
Distilled Monoglyceride
Polysorbates



Polyglycerol Esters
Fruit Acid Esters
Ethoxylated Mono and Diglycerides
Egg Yolk Solids
Function of Emulsifiers
Whipping Ability and Overrun Control
Stiffness and Dryness
Secondary Effect of Emulsifiers
Selection of Stabilizer and Emulsifier
Processing the Cocoa Beans

5. FLAVOURS AND COLOURS-MATERIALS AND PREPARATION

FLAVOURS FOR FROZEN DESSERTS

VANILLA

Imitation Vanilla Flavourings
Consistency in Vanilla Quality
Vanilla Ice Cream



CHOCOLATE AND COCOA

Chocolate Ice Cream

Freezing Characteristics

Chocolate Confections

FRUITS IN FROZEN DESSERTS

Fresh Fruit

Candied and Glaced Fruits

Dried Fruits

PROCEDURES AND RECIPES

Strawberry Ice Cream

Raspberry Ice Cream

Peach Ice Cream

Cherry Ice Cream

Ice Cream with Complex Flavours

Sugar Free

NUTS

SPICES AND SALT

COLOUR IN FROZEN DESSERTS

FLAVOURING LOWFAT AND NONFAT ICE CREAM



6. ICE CREAM MIXER-PREPARATION PROCESSING AND MIX CALCULATIONS

PREPARATION OF THE MIX

Combining the Ingredients

PASTEURIZATION OF THE MIX

Pasteurization Renders the Mix

There are Two Basic Methods of Pasteurization

Homogenizing the Mix

Physical Effect of Homogenization

Homogenizing Temperature

Location of Homogenizer

Pressure for Homogenization

Care of the Homogenizer

Cooling the Mix

Ageing the Mix

Making the Mix in a Vacuum pan

Forewarming

Concentrating the Dairy Products



Weighing the Concentrated Dairy Products
Adding Sugar and Stabilizer, and Pasteurizing

FLAVOURING MIXES

Cooling, Standardizing and Ageing

PACKAGING MIXES FOR SALE

CALCULATION OF ICE CREAM MIXES

The Importance of Calculations

MATHEMATICAL PROCESSES MOST FREQUENTLY USED

Methods of Calculating Mixes

Pearson Square Method

Arithmetical Method

CALCULATING MIXES WITH THE SERUM POINT METHOD

MIX DECISIONS

SIMPLE MIXES

COMPLEX MIXES



7. THE FREEZING PROCESS

THE FREEZING POINT OF SOLUTIONS

The Freezing Point of Ice Cream Mixes

PREFREEZING TESTS

FREEZING OPERATIONS

CHANGES THAT TAKE PLACE DURING THE FREEZING PROCESS

REFRIGERATION NEEDED TO FREEZE ICE CREAM

TYPES OF FREEZERS

The Continuous Freezer

The Refrigeration System

Operating the Continuous Freezer

Batch Freezer

Freezing Procedure for Batch Freezers

8. ICE CREAM HANDLING

CONSIDERING THE PACKAGE

REQUIREMENTS FOR PACKAGING

Paper

Substance of Paper



Stiffness
Ink
Wax
Adhesive
Wax Content
Odour and Taint
Toxicity
Resistane to Deep Freezing
Leak Proofness
Paper Board
Thickness
Wax Content
Stiffness
Ink
Wax Quality
Adesive
Odour and Taint
Manufacturer's Joint

THE PACKAGING OPERATION

Packaging for Direct Sale to Consumers
Economy in Packaging Operations



THE HARDENING PROCESS

Factors Affecting Hardening Time

Types of Hardening Facilities

Rapid Hardening Systems

HANDLING, STORING AND SHIPPING

Shipping with Dry Ice

Quality is the Goal

9. CLEANING AND SANITATION

PRINCIPLES OF CLEANING

CLEANING

Rinsing

Removal of Sediment

Removal of Fat

Removal of Proteins

Removal of Mineral Deposits

After Rinsing with Clean Water

Cleaning Agents

Alkalis

Acids



Water Chelating Agent
Emulsifiers and Wetting Agents
Protective Substances
Composite Cleaning Agents
Alkaline Composites

SANITIZATION OF EQUIPMENT

SANITARY ENVIRONMENT

HYGIENIC PERSONNEL

TEST OF THE FINISHED PRODUCT

Hazard Analysis and Critical Control Points (HACCP)

HACCP Principles

SUMMARY

10. DEFECTS AND GRADING OF ICE CREAM

FLAVOUR DEFECTS

Flavouring System

SWEETENER SYSTEM

BODY AND TEXTURE DEFECTS

Defects of Body

Defects of Texture



COLOUR

PACKAGE

MELTING QUALITY

Defects of Melting Quality

Defects in Ice Cream, their Causes and Prevention

EVALUATING FROZEN DESSERTS

SCORING METHODS

ICE CREAM CLINICS

11. VARIETIES, NOVELTIES AND SPECIALS

PLAIN ICE CREAM

Formula

Variations

Vanilla

Strawberry

Rose

Coffee

Caramel

Mint



CANDY ICE CREAM

Variations

Peppermint Stick

Butter Crunch

Peanut Brittle

Toffee

Mint Chips

Mithai Ice Cream (Gulabjamun)

Mithai Ice Cream (Rasogulla)

Mithai Ice Cream (Gajar Halwa)

CHOCOLATE ICE CREAM

Chocolate Malt

Chocolate Malt and Nuts

Chocolate Toffee

Chocolate Cool

FRUIT ICE CREAM

Variations

Banana

Pineapple

Apple



Orange
Orange Pineapple
Lemon
Grape
Custard Apple
Date
Sapota
Mango
Strawberry
Blueberry
Raspberry

NUT ICE CREAM

Variations
Butterscotch
Almond Walnut
Almond Toffee
Peanut
Caramel Nut
Fruit and Nut
Coconut Pineapple



Tutti-Frutti

Banana Nut

VARIEGATED OR RIPPLED ICE CREAM

Probiotic Ice-Cream

Manufacture of Prebiotic Ice-Cream

LABELLING OF PROBIOTIC FOODS

NEW DIET SCIENCE FOR ICE CREAM

SORBET AND ICE CREAM

Manufacturing Procedure

Ice Cream Mix

Sorbet

Freezing

KULFI

Product Description

Technology

Innovations

Formulation of Kulfi

Optional Dairy Ingredients for Kulfi and Frozen Desserts

Sweet Fresh Cream and Fresh Milk

Frozen Cream



Fluid Whole and Skim Milk
Plain Condensed Skim Milk
Plain Condensed Whole Milk
Sweetened Condensed Whole or Skim Milk
Packaging
Physico-Chemical Aspects
Shelf Life

DECORATION

12. ICE CREAM MICROBIOLOGY

ICE CREAM AS A CARRIER DISEASE

THE BACTERIAL COUNT OF ICE CREAM

Mix Ingredients as a Source of Bacteria
Dairy Products as a Source of Bacteria
Sugar as a Source of Bacteria
Stabilizers as a Source of Bacteria
Flavouring Materials as a Source of Bacteria
Strawberries, Raspberries or Black Berries
Peaches



Oranges and Lemons
Bananas and Mangoes
Dried Fruits
Fruit Juices
Nuts

Colours as a Source of Bacteria

Eggs as a Source of Bacteria

Destruction of Bacteria by Pasteurization

Recontamination of the Mix after Pasteurization

The Effect of Ageing on the Bacterial Count

The Effect of Freezing and Hardening on the Bacterial Count.

BACTERIOLOGICAL STANDARDS FOR ICE CREAM

Milk and Milk Products

Ice Cream Defined

Classification of Ice Creams and Related Frozen Foods

Composition of Commercial Ice Cream

The Ingredients Used in the Manufacture of Ice Cream

Quality of Dairy Products for Ice Cream

Sweeteners for Ice Cream



Ice-Cream Stabilizers
Flavouring Materials
Preparation of the Ice-Cream Mix
Technical Skill Necessary
Procedure in Calculating a Mix
Homogenizing the Mix
Ageing the Mix
Quality of Ice Cream
Ice-Cream defects
Body and Texture Defects
Colour Defects
Distribution of Ice Cream
Ice-Cream Making in the Home

13. METHODS OF LABORATORY TESTS

JUDGING FLAVOUR AND AROMA

Gerber Test for Fat in Milk and Cream
SNF and Total Solids in Milk by Lactometer
Analysis of Fat in ice Cream
Ether Extraction Test



Preparation of Sample
Procedure

Gerber Test

Apparatus and Reagents

PREPARATION OF SAMPLE

Procedure

Determination of Total Solids

Mojonnier Total Solids Test

Procedure

Apparatus and Reagents

Procedure

Calculation

MEASUREMENT OF VISCOSITY

Pipette Method

Borden Flow Meter Method

Brookfield Viscometer

Calculation

Test for Ammonia Leaks

Surface Tension



14. ICE CREAM NOVELTY/IMPULSE PRODUCTS

MOLDED NOVELTIES

EXTRUDED NOVELTIES

15. ICE CREAM SHELF-LIFE

Temperature Fluctuations and Ice Recrystalliation

The Role of Stabilizers

Maintaining Shelf-Life

16. ICE CREAM INGREDIENTS

Milkfat (or "Butterfat") /FAT

Milk solids-Not-Fat

Lactose Crystallization

Sweeteners

Stabilizers

Locust Bean Gum

Emulsifiers

Polysorbate 80



17. MIX CALCULATIONS FOR ICE CREAM AND FROZEN DAIRY DESSERTS

Problem 1

Solution

Problem 2

Solution

Problem 3

Problem 4

Problem 5

Problem 6

Problem 7 (Using Liquid Sweeteners)

18. STRUCTURE OF ICE CREAM

Colloidal Aspects of Structure

Ice Cream Meltdown

Structure From The Ice Crystals

19. THEORETICAL ASPECTS OF THE FREEZING PROCESS

The Process of Crystallization

Importance of Crystallization Rate



Importance of Temperature Fluctuations and Re-Crystallization
Formation of The Glassy Phase in Frozen Foods
Formation of a Dilute Glass

20. ICE CREAM MANUFACTURE

Blending
Pasteurization
Homogenization
Ageing
Freezing and Hardening
Hardening

21. ICE CREAM FLAVOURS

Introduction
Vanilla
Chocolater and Cocoa
Fruit Ice Cream
Nuts in Ice Cream
Colour in Ice Cream



22 HOMEMADE ICE CREAM

- Ingredients Used
- Preparation of the Ice Cream Mix
- Aging the Mix
- Freezing the Mix
- Regular Vanilla Ice Cream
- Low Calorie Vanilla Ice Cream
- Milk Substitute Vanilla Ice Cream
- Hints for Making Good Ice Cream

23 ICE CREAM FORMULATIONS

ICE CREAM MIX GENERAL COMPOSITON

- Formulation Considerations
- Economy Brands
- Standard Brands
- Premium Brands
- Super-premium Brands
- Suggested Mixes



24. AUTOMATIC ICE CREAM BAKIGN MACHINE AGC-SERIES

Features

ACG Series

Features

Gas Burners

Scraping Device

Cone Ejector

Stacking Device

Output Details

Baking Process

25. NEW PROCESSING TECHNOLOGY -NEW PREMIUM 3D ICE CREAM PRODUCTS

Enhanced Market Opportunities

Low Capital & Flexibility



26. SAMPLE ICE CRAM CONE DRAWING

Design for Cone Diameter 30-40 mm

Design for Cone Diameter 40-50 mm

Design for cone Diameter 50-56 mm

Design for Sugar Conges

Design for Cups

DIRECTORY SECTION



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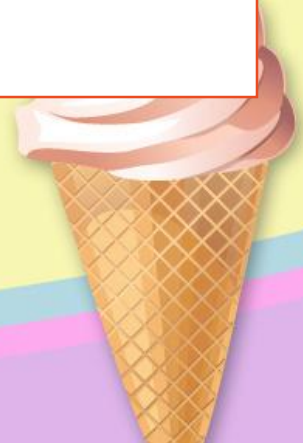
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- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

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- *Ginger & Ginger Based Projects*
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- *Hospital Based Projects*
- *Herbal Based Projects*
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- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

Sectors We Cover *Cont...*

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*

Sectors We Cover *Cont...*

- *Potato And Potato Based Projects*
- *Printing And Packaging*
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- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

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