



# UBLC

Sabaragamuwa University of Sri Lanka



# TECH BRIEF

## Soursop Flesh Incorporated Probiotic Ice Cream



**Technical Problem:** Even though there is a huge demand for soursop-based products, the market gap is still not fulfilled. Therefore, this ice cream would be the best solution for the ice cream lovers find creamy ice cream taste along with the probiotic effect and health benefits.

**Inventiveness:** This innovation mainly focuses on to add value to soursop grown in Sri Lanka and facilitates the people who search for, probiotic effect of dairy product. By adding DVS starter culture, probiotic effect was incorporated to the developed ice cream.

Further, probiotic effects of this product will helps keep the body healthy and working well, fights off bad bacteria and make us feel better positive effects for lactose intolerance.

**Market Applications:** This Ice Cream Suit with both local and international market. Best suits with supermarkets, tourist hotels, restaurants and local product outlets where local health food products are marketed to a good price.

**Value Propositions:** Ice cream is loved by the people at every age as it is probiotic and soursop is a healthy and one of the most requested fruits by both local and foreign consumers. Therefore, the product will be very marketable in the local and in the international market and commercialization of the product will be easy.

Adding probiotic effect to the product will provide advantages in commercialization and will provide solution for the people who love soursop and search probiotic dairy products. This soursop incorporated ice cream will be a good value addition to utilize soursop grown in Sri Lanka. And a new path will be opened to the country to utilize soursop fruit to gain foreign revenue.

Local Patent NO: 21539  
Priority Date : 05/01/2021

[www.sab.ac.lk/ublc](http://www.sab.ac.lk/ublc)  
[ublc@sab.ac.lk](mailto:ublc@sab.ac.lk)