

Flavour Creations ‘Shape It’ offers foodie solution for ageing population

Brisbane-based food and beverage company Flavour Creations has today launched their Shape It premium instant moulding powder, signalling a gastronomical revolution that addresses the ongoing challenges of malnutrition and social isolation for the elderly in our community.

Texture modified foods, in particular pureed diets; have been implicated in the high prevalence of inadequate nutritional intake in aged care residents. Adding Shape It to purees allows foods to be moulded or shaped to a three-dimensional form that either resembles the original food, or is in a shape that adds interest and visual appeal to the plate.

This gives both in-home carers and residential aged care facilities more options in providing meaningful meal and social opportunities for their patients, according to Flavour Creations Founder and Managing Director, Bernadette Eriksen.

“We’ve evolved to become a nation of foodies – we understand and expect variety, flavour and the dining experience”, said Eriksen.

“While the way in which we consume our meals may need to evolve over time, our expectations and desires around enjoying our meals do not.”

“With Shape It, Australians now have the ability to enjoy creative dining experiences, while still achieving their required daily intake of vitamins and minerals.”

The launch coincides with the release of aged care culinary crusader Peter Morgan-Jones modified diet cookbook “It’s all about the food not the fork”, which uses Shape It in many of its recipes.

“Having an amazing product like Shape It available in aged care, hospitals and paediatrics in Australia is a huge step forward for changing the visual appeal of foods for people with eating difficulties; giving back their dignity and raising their self-esteem at mealtime”, said Morgan-Jones.

With Shape It, smooth puree foods can also be gelled to a texture that makes them suitable for use as finger foods. This is especially important for dementia patients who might have difficulty using a knife and fork. Finger foods can also be eaten whilst standing or moving around, which is ideal for people who have difficulty remaining seated during mealtimes.

“For many people with dementia, being able to choose what they want to eat when they want it is far preferable to being fed by someone else”, said Eriksen.

“Our goal with Shape It is to restore dignity and offer consumers greater control over their mealtimes, which in turn can enhance self-esteem, social engagement and ultimately help improve food intake and nutritional health”.

Shape It is available in a 200g can from Flavour Creations and HammondCare at RRP \$29.95.

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About Flavour Creations

Flavour Creations is a in excess of \$20m Brisbane-based privately held, wholly Australian owned and operated company and that scientifically researches and develops innovative nutrition products intended to support a healthy lifestyle and improve the lives of thousands suffering from malnutrition, dehydration and dysphagia.

Established in 1997 from the simple idea of "making food fun", Flavour Creations is the world leader in developing innovative nutritional supplements, and over 29 texture modified ready-to-drink beverages in three viscosities.

Today the company produces up to 100,000 cups of pre-thickened drinks every day as well as tonnes of thickening powder each week which are provided to hospitals, residential aged care and direct to consumers living in the community both in Australia and internationally.

The Flavour Creations ethos is focused upon improving the lives of our clients by providing food and drink solutions that not only taste great but offer maximum nutritional density and choice. In a further commitment to this the company has developed an innovative Dysphagia Cup which will empower customers to feed themselves independently, ultimately restoring their dignity.

For more visit www.flavourcreations.com.au

Dysphagia Fact Sheet

- Dysphagia is the medical term for difficulty or discomfort in swallowing¹
- Dysphagia can present itself at any stage in life including babies born prematurely, patients with heart defects, children with abnormalities, adults who have had a stroke or those with Parkinson's disease, motor neuron disease, dementia, or cancer of the head and neck can experience swallowing problems
- A swallowing disorder may affect 15-30% of people aged 65+ living in the community²
- Some of the major challenges Dysphagia patients face include dehydration and malnutrition
- Dehydration and malnutrition are rife nationally in hospitals and residential age care with studies having reported the rate of malnutrition among residents in residential care homes can be as high as 70%
- Humans swallow at least 900 times a day: around three times an hour during sleep, once per minute whilst awake and even more during meals¹
- More than 1 million Australians have difficulty swallowing
- One in 17 people will develop some form of dysphagia in their lifetime

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¹Source:http://www.speechpathologyaustralia.org.au/library/2013Factsheets/Factsheet_Speech_Pathologists_Working_With_Older_People.pdf

²Source:<http://www.speechpathologyaustralia.org.au/>