

## Maize-based drinking yoghurt

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Beverages - March 2004



A non-dairy drinking yoghurt made from cultured maize and real fruit - a world first, according to its developer - has been launched in Cape Town.

Called Yozi, the product is fat-free, cholesterol-free and contains no artificial sweeteners or preservatives, yet has an ambient shelf life of up to two months.

Yozi was developed by John de Smid, a Cape Town industrial chemist who previously produced a mageu product. He says Yozi is aimed at consumers who avoid dairy or soya products.

His research indicates that around 80% of the world's adult population is lactose intolerant, and peoples' awareness of milk or soya protein allergies is growing.

De Smid anticipates exporting the product, especially to China where he says consumers generally do not have much access to dairy products. He has built a R3.8m pilot plant with a current capacity of 40,000 units of 300ml bottles per day.

Yozi is sold at about 15% cheaper than dairy drinking yoghurts.

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