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GREEK YOGHURT (WORLD CONSUMPTION, HEALTH BENEFITS, SENSORY AND RHEOLOGICAL CHARACTERISTICS).

Yogurt is defined as 'a product resulting from milk by fermentation with a mixed starter culture consisting of *Streptococcus thermophilus* and *Lactobacillus delbrueckii* ssp. A wide variety of yogurts are now available around the world, ranging from very-low-fat, fruit yogurts, dried yoghurt, probiotic yoghurt, frozen yoghurt, non-dairy yoghurt to Greek-style yogurt with a fat content around 8 g per 100 g. Yogurts differ according to their chemical composition, method of production, flavour used and the nature of post-incubation processing (Shah, 2003). Greek yogurts (GY) are currently the fastest growing products in the dairy industry (Bong & Morau, 2014). Greek yoghurt also known as strained yoghurt is yogurt that has been strained in a cloth or paper bag or filter to remove the whey. It has a higher protein level and low sugar content when compared with the regular yoghurt. GY can also be manufactured using addition of hydrocolloids. Patterns of yogurt consumption vary greatly from country to country. In the United States, 90%–95% of adult females and 75%–90% of adult males fall short of the recommended 3 servings of dairy per day (International dairy federation, 2014).

In Brazil, low calcium intakes are far worse; 99% of adults in Brazil do not reach the minimum amount of recommended calcium intake. Among Brazilian children, 99% consume only 500–600 mg of calcium per day (Instituto Brasileiro de Geografia e Estatística, 2010). The key countries leading Greek yogurt consumption are the US with a 51.12% of market share, France with 8.70% share, Germany with 8.31% and the UK with 6.31%, followed by Greece with a 4.01% market share. Greek Yogurt Manufacturing Methods includes, traditional method (cloth bag), methods based on mechanical separators, methods based on membrane processes and methods based on direct recombination. Texture is one of the most essential components of yogurt quality. Among the various methods used to access texture properties of yoghurt, Rheometry is the most useful (Zare et al, 2011). Rheological properties of yoghurt can affect its quality, shelf life, product stability and most significantly consumer acceptance. The main factors influencing yogurt texture are, fortification level and material(s) used, stabilizers type, starter culture, incubation temperature, etc. Reported health benefits associated with

yogurt and probiotic cultures include growth promotion, enhancement of mineral absorption, lactose digestion (the ability to reduce symptoms of lactose intolerance), antimicrobial function (the ability to enhance resistance to colonization by pathogenic organisms), anticholesterol effect (the ability to reduce the risk of cardiovascular disease by lowering serum cholesterol), anticarcinogenic factor (the ability to reduce risk factors for colon cancer initiation), stimulation of the host immunological system, restoration of normal balance of gastrointestinal microflora, and positive contribution to longevity (Auclair et al 2019). Consumption of yoghurt, despite the relatively high content of saturated fat, has been lately linked with lower blood pressure (Nestle 2019). This presentation will focus more on the manufacture of greek yoghurt, worldwide consumption, trend, comparison of nutrient between GY and regular yoghurt, sensory and rheological properties of GY and its various health benefits.

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