

Singapore develops new probiotic ice cube for gut health

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The probiotic ice cubes developed by Iceman and NTU Singapore allow everyday consumers the flexibility of adapting and incorporating probiotics into food and drinks, without the need to make changes to their consumption patterns.

Probiotics is among several key market trends identified under the NTU Food Science and Technology program, which aims to build a resilient and efficient food circular economy through innovation.

The new product aims to complement current probiotic beverages and supplements in the market, enabling another option for consumers who are aware of the importance of probiotics for overall health.

The new probiotic ice cube is an example of a value-added product that can be commercially viable in Singapore and beyond.

Launched under the Iceman brand, the probiotic ice cube is now on sale at selected FairPrice Finest outlets at S\$2.40 per pack of 12 cubes.