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Kensing Develops Plant Sterol-Enriched Cream Cheese for Heart Health

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Sunvasterol EST delivers clinically supported cholesterol-lowering benefits of plant sterols



Kensing, LLC is introducing a prototype formulation of light cream cheese enriched with Sunvasterol EST, its sunflower-sourced plant sterol, giving the household staple a wellness upgrade with heart-health benefits. Kensing invites visitors to taste cardio functional cream cheese at Fi Europe on November 17-19 in Frankfurt.

Derived exclusively from sunflower seeds, Sunvasterol EST offers phytosterols in a clean-label, non-GMO composition designed for supplement applications as well as to enrich a range of everyday foods. It also allows for allergen-free-by-origin labeling.

Sunvasterol EST delivers clinically supported cholesterol-lowering benefits of plant sterols. Plant sterols are natural lipid components found in seeds, grains, nuts, and legumes. Structurally similar to cholesterol, they lower blood LDL-cholesterol when added to the diet. This effect is supported by EFSA-approved health claims at a daily intake of 1.5–3.0g. Sunflower seeds are one of the richest seed-based sources of these cholesterolâ??lowering compounds.

Last year, Kensing received EFSA novel food exclusivity for Sunvasterol. The EU authorization allows for an expanded phytosterol specification, permitting a higher proportion of naturally occurring minor sterols (between 3 per cent and 7 per cent). This grants better alignment with the natural composition of Kensing’s sunflower sterols and reduces the need for any unnecessary processing.

Kensing’s proprietary formulation is composed of naturally derived concentrated phytosterols (primarily beta-sitosterol, stigmasterol, and campesterol), esterified with fatty acids from sunflower oil. This renders the ingredient more fat-soluble, enabling its smooth integration into fat-containing foods such as cream cheese, margarine, milk products, salad dressings, as well as food supplements.