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The invention relates to the dairy industry, namely to a process for producing a powdery fermented milk product. The process, according to the invention, involves inoculation of the lactic substrate with 5% starter culture at a concentration of 10^{10} cells/ml suspension, containing a mixture of a *Streptococcus thermophilus* strain producing exopolysaccharides with a strain non-producing exopolysaccharides *Streptococcus thermophilus* or *Lactobacillus bulgaricus*, followed by fermentation of the substrate at a temperature of $40...42^{\circ}$ C to the pH of 4.7...4.6, freezing of the fermented dairy product to a temperature of minus $10...12^{\circ}$ C inside the product mass and lyophilization for 20...22 hours, at a residual pressure of 57 Pa, to the attainment of a temperature of $24...26^{\circ}$ C and milling of the finished product.

Claims: 2 Fig.: 1