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The invention refers to food industry, and namely, to jam products and processes for preparation thereof.

The jam product includes a fruit mass, sweetening agent, pectin, citric acid and water. The novelty consists in, that the product composition, additionally comprises a protein additive, and as the protein additive it is used fat free dry milk or soy protein isolate. As fruit mass it is used boiled soft fruits or fruit purée. As sweetening agent it is used sugar or sweetening agent of noncarboxylic nature.

The process for preparation of such a product comprises obtaining of the fruit mass, mixing thereof with the sweetening agent, heating of the mixture, introduction of the pectin simultaneously with protein additive and reheating. In both cases the mixture being heated up to 91...95°C.