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The invention relates to the food industry and particularly, to the jam products and process for preparation thereof.

The jam product comprises mashed fruits, sugar, pectin and lemon acid. The novelty consists in the addition to the products the protein additive, by that as the protein additive is used fat free dry milk or an soy protein isolate.

The process comprises mixing the mashed fruits with sugar, heating the mixture, introducing of the pectin together with the protein additive thereto and the reheating, by that the mixture heating is carried out at $93\pm2^{\circ}$ C.