

Ultra Fresh® Premium Advantage

Exceed market standards for freshness and taste



- ▶ Reduce added sugars for a more appealing Nutrition Facts label
- ▶ Extend freshness and quality of bread throughout its lifecycle
- ▶ Enhance taste, feel and aroma, driving repeat purchases
- ▶ Improve production and distribution

Consumers have spoken - they want bread that lasts longer, but also expect the last slice to taste, feel and smell as fresh as the first. Manufacturers want to meet consumer demands, while also driving more efficiency into their processes and distribution. Our newest innovation, Ultra Fresh Premium Advantage, can help you deliver on just that.

Ultra Fresh® Premium Advantage

Ultra Fresh Premium Advantage is an optimized enzyme blend designed to enhance the consumer experience by:

- ▶ Enabling the reduction of formula ingredients, including sugar, high fructose corn syrup and yeast
- ▶ Extending the freshness, taste and flavor of bread throughout its lifecycle and up to seven additional days

Enhance Production and Distribution

Extending the freshness of your bread can allow you to optimize production. Reducing changeovers enables longer runs which can lead to cost savings, reduced waste and increased capacity. Optimizing scheduling also can allow you to manage labor more efficiently, minimizing overtime and giveaway time. In addition, a move from split to consecutive days off can increase employee satisfaction and retention.

With bread that lasts longer, you can expand your distribution to new geographies or to new outlets such as convenience, drug and dollar stores. Extended freshness enables fewer stale returns and fuller store shelves. It all adds up to a better bottom line.

Ultra Fresh Premium Advantage provides the right combination of softness and resilience to indicate product freshness

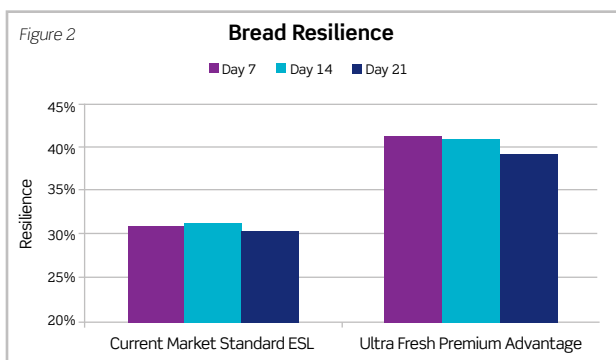
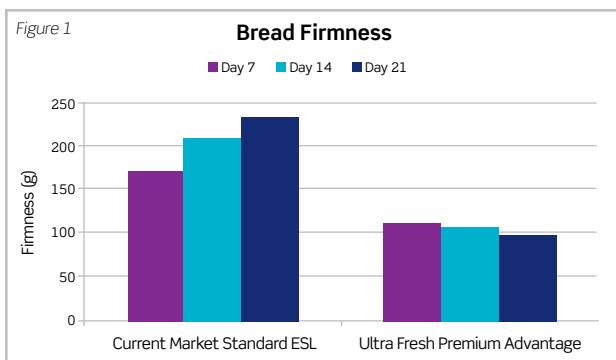


Figure 1 texture analysis data shows bread made with Ultra Fresh Premium Advantage is significantly less firm on day 21 than bread made with current market ESL on day 7.

Figure 2 texture analysis shows that bread made with Ultra Fresh Premium Advantage is significantly more resilient than bread made with current market ESL throughout the bread's lifecycle.

Ultra Fresh® Premium Advantage

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Product Name	SKU	Description	Usage Rate	Weight	Package
Ultra Fresh® Premium Advantage	136614	Ultra Fresh Premium Advantage is an optimized enzyme product that is used to significantly improve the eating quality and shelf life of bakery products throughout their lifecycle and up to 7 additional days. This product also allows the baker to reduce formula sugar and yeast levels.	0.5% based on flour weight	50 lb	CTN

Let's talk consumers

Today's shoppers read product packaging, and with the new label requirements, they'll notice added sugars. Ultra Fresh Premium Advantage reduces sugars while extending shelf life. Consumers also look for the expiration date. Longer shelf life leads to less waste for them and more sales for you.

- ▶ 92% of consumers expect bread purchased in the commercial aisle to last between 5 days to 14 days*
- ▶ Nearly half of consumers would like their bread to remain fresh an additional 7 days longer*
- ▶ 46% of consumers would **expand their bread purchases** to include different types or varieties they don't regularly purchase **if bread stayed fresher longer***

Because freshness is important to consumers, retailers must make every effort to increase the shelf life of their products while maintaining the taste and quality of the product. Longer shelf life allows retailers to communicate freshness to the discerning shopper and increase the likelihood of repeat business from consumers who desire to purchase the freshest products.

Enhance eating experience and drive repeat purchase

Ultra Fresh Premium Advantage helps you differentiate your brand experience by providing industry-leading extended freshness. Bread that tastes better is also likely to be consumed faster. The result: more repeat purchases, and higher sales volume.



Head-to-head comparison of Ultra Fresh Premium Advantage and Current market standard ESL Bread

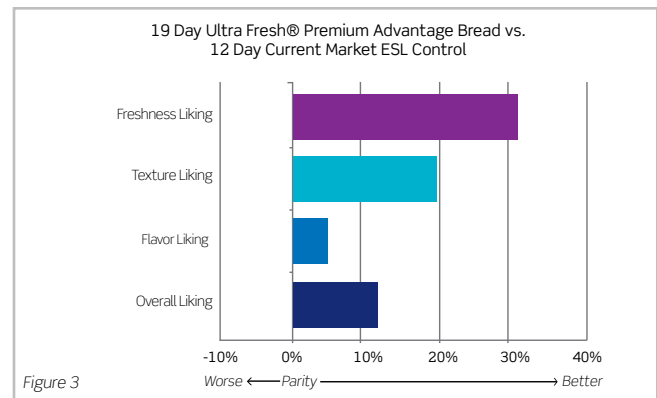


Figure 3

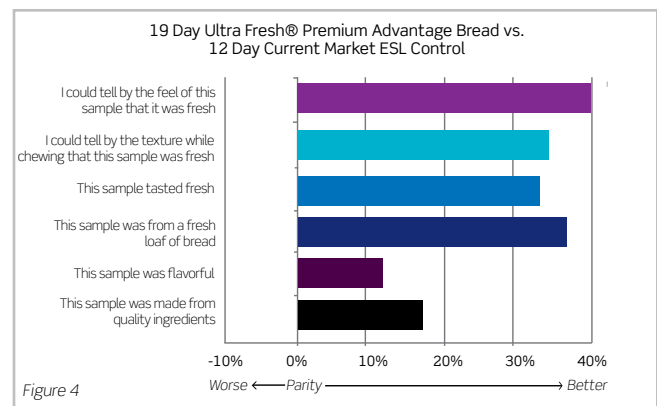


Figure 4

Figure 3 shows when tested among consumers, 19 day bread made with Ultra Fresh Premium Advantage out-performed 12 day bread made with current market ESL on ALL overall sensory characteristics.

Figure 4 shows consumers not only found the 7 day older bread with Ultra Fresh Premium Advantage to be fresher on a variety of sensory cues, but also had the perception that it was made with better quality ingredients.

*Source, Fresher, Longer Testing Study Proprietary Research 3/2013.

Interested in Ultra Fresh Premium Advantage? Go to Corbion.com/Ultrafresh



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With over 100 years of global food technology experience and an extensive portfolio of high quality products, Corbion has a wealth of expertise in the world of bakery ingredients. Corbion is a leading company in natural food preservation, lactic acid based bioplastics, biobased chemicals and the worldwide market leader in lactic acid, lactic acid derivatives and lactides. Corbion operates 10 production plants, in the USA, the Netherlands, Spain, Brazil and Thailand, and markets its product through a worldwide network of sales offices and distributors.

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