

Ultra Fresh® Premium 300

Optimizing freshness for buns and rolls



- ▶ Enhance freshness and eating quality of buns and rolls
- ▶ Reduce added sugar and yeast
- ▶ Lower costs and boost profits

The weather is heating up, summer holidays are around the corner, and sales of hamburger and hot dog buns are sure to rise. Celebrate the season with Ultra Fresh® Premium 300, the new bun solution that allows you to reduce costs while maintaining bun taste, texture and freshness.

Reduce costs with Ultra Fresh® Premium 300

Specially formulated for buns and rolls, Ultra Fresh® Premium 300 builds on the proven success of our leading freshness technology, Ultra Fresh. It delivers industry enzyme innovations that protect your bun and roll products throughout their freshness cycle, from distribution onto the retail shelf and into the hands of consumers. By utilizing this freshness solution, you can reduce the amount of sugar, high fructose corn syrup and yeast in your formula, saving costs as well as bake time in the oven.

A balanced combination of freshness

Finished products made with Ultra Fresh® Premium 300 provide the right combination of firmness, resilience and adhesiveness to indicate freshness to consumers. As shown in [Figure 1](#), buns made with Ultra Fresh® Premium 300 are less firm on day 6 and day 14 than buns made with the current market standard ESL.

Firmness

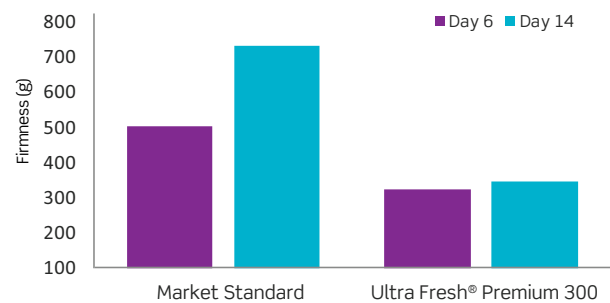


Figure 1

To see resilience and adhesive results from the complete texture analysis, contact your Corbion representative today.



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| Product Name | SKU | Description | Usage Rate | Weight | Package |
|--------------------------|--------|---|----------------------------|--------|---------|
| Ultra Fresh® Premium 300 | 136405 | Ultra Fresh® Premium 300 is an optimized enzyme blend that is specially designed for shelf life extension of buns and rolls. It can significantly improve the freshness and eating quality of buns and rolls. Additionally, this product allows the baker to optimize their formulas and reduce formula sugar and yeast, as well as shortening the baking time by increasing the temperature. | 0.5% based on flour weight | 50 lbs | CTN |

Let's talk consumers

Today's consumers have expectations when it comes to freshness. They read product packaging, and one of the key pieces of information they look for when deciding to purchase is the expiration date.

- ▶ Almost 80% of consumers look at expiration dates before they purchase bread.
- ▶ 92% of consumers expect bread purchased in the commercial aisle to last between 5 days to 14 days*

Because freshness is important to consumers, retailers must make every effort to enhance the shelf life of their products, while maintaining the taste and quality. This allows retailers to communicate freshness to the discerning shopper and increase their chance of repeat business from consumers who desire fresh buns and rolls. Buns that taste soft and fresh are also likely to be consumed faster- resulting in more repeat purchases, and higher sales volume.

Talk is cheap- let's see some results

To see if Ultra Fresh® Premium 300 could walk the walk, we conducted testing against the current market standard ESL for five major sensory characteristics: freshness, softness, good taste, dry chewing and moistness. The results? Outstanding!

As seen in [Figure 2](#), buns made with Ultra Fresh® Premium 300 outperformed buns made with current market ESL on **ALL** sensory characteristics. What's more- [Figure 3](#) shows that buns made with Ultra Fresh® Premium 300 were preferred significantly over buns made with the current market standard ESL on both Day 6 and Day 14.

Sensory comparison between Ultra Fresh® Premium 300 and Current Market Standard ESL

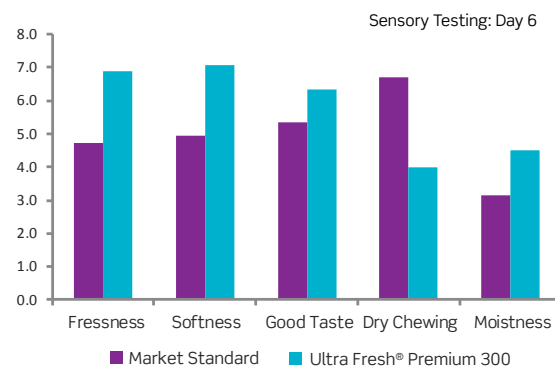


Figure 2

Preference

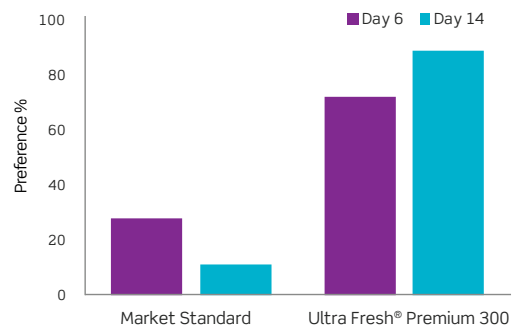


Figure 3

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

Interested in Ultra Fresh solutions? 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 products through a worldwide network of sales offices and distributors.

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