

# ACTI-FRESH

## Acti-Fresh: one solution, two ways to freshness

For consumers, freshness remains the N° 1 criteria in judging the quality of a cake. Improving the freshness of your cake is a double challenge: maximising cake freshness from the first day on - and preserving freshness over time.

### ✓ Acti-Fresh enhances the freshness of your products

Puratos Acti-Fresh is a cake improver based on enzyme and emulsifier technology. It improves the freshness of cakes, muffins, Swiss rolls and cake donuts in terms of softness, moistness and cohesiveness.

### ✓ Acti-Fresh delivers first-day freshness up to the last day



#### More freshness

Acti-fresh improves the freshness of your cake already after a few days by up to 35% compared to standard products.

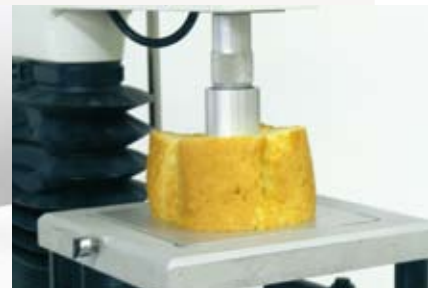
#### Longer freshness

Acti-fresh extends the freshness performance of your cake over time for full freshness during weeks and even months.

### ✓ Acti-Fresh brings key benefits

Acti-Fresh is the right tool for your quality strategy. It offers valuable benefits:

- Higher consumer satisfaction (loyalty, repeat purchase due to improved quality...)
- Longer logistic shelf life (less waste for retailers)
- Quality differentiation (better cakes mean a greater likelihood of being selected by the retailer (including for private label), and by the consumer)



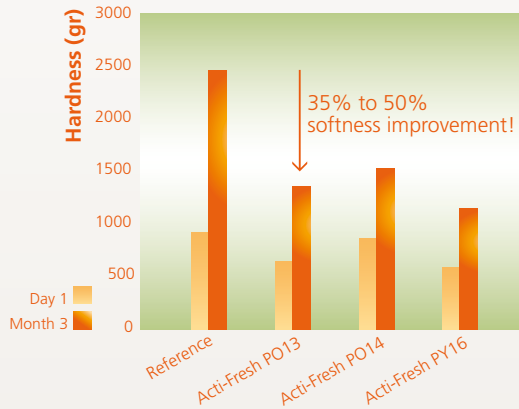
  
**Puratos**  
Reliable partners in innovation

# Acti-Fresh delivers more quality on all dimensions

**Acti-Fresh is a cake improver dosed at 0.5 – 1.5% of total batter weight  
It helps you tailor a unique freshness profile for all your cakes:  
more and longer softness, more cohesiveness, more moistness,  
more resiliency...**

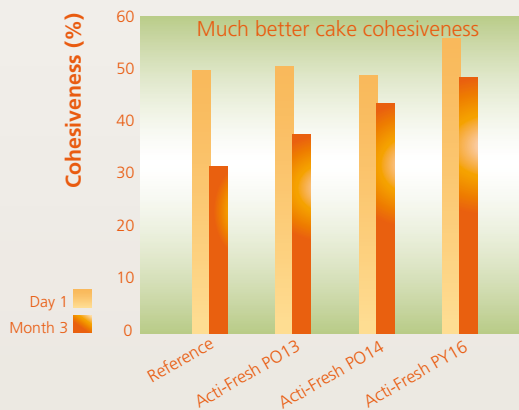
## Improved softness

Softness is an essential parameter as it determines customers' quality impressions at the point of sale. It is also an important parameter of mouth feel in cakes.



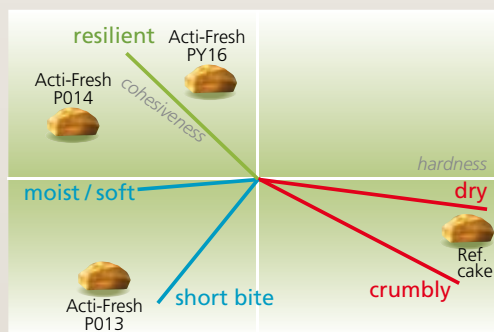
## Improved cohesiveness and resiliency

Cohesiveness determines the firmness and smoothness of cakes. Cake with good cohesiveness will be less crumbly and less fragile, resulting in a fresher feel (nice mouth feel) and making it easier to eat (no crumbs on shirt).



## Improved moistness, enhanced mouth feel

Our instrumental evaluation methods are confirmed by extensive sensorial evaluation tests. In this method experts describe the different freshness dimensions of cakes during the shelf life. Reference cakes are compared with cakes using different types of Acti-Fresh. All Acti-Fresh cakes show a total freshness enhancement. Furthermore each different type of Acti-Fresh gives a certain texture orientation depending on consumer preference.



### Put us to the test!

To schedule an instrumental and sensorial evaluation of your recipes with and without Acti-Fresh, contact us today at:  
contacts@puratos-acti-fresh.com  
**www.puratos-acti-fresh.com**