

ACTI-FRESH

Reduce egg content & recipe costs without compromising on quality!

Today, growing raw material costs are increasing the total cost of cake recipes. Eggs constitute an important part of recipes while at the same time are undergoing steep price increases.

☑ **Acti-Fresh reduces costs by lowering egg content by up to 20%**

Puratos Acti-Fresh is a cake improver based on enzyme and emulsifier technology. It improves the freshness of cakes in terms of softness, moistness and cohesiveness. Dosed at only 0.5-1.5% of total batter weight, it can be used to reduce the egg content in recipes by up to 20%, resulting in significant cost savings.

**100% eggs → 80% eggs
→ 17% water
→ 3% Acti-Fresh**

On total cake recipe this will give about 0.5 to 1% Acti-Fresh (as we have about 20% eggs in a recipe)

☑ **Acti-Fresh delivers improved product quality with lower egg content**

While egg reduction generally results in softer cakes, cakes can also lose volume, cohesiveness, resilience and crumb texture. Acti-Fresh compensates by significantly improving cohesiveness, resiliency, softness and volume.

☑ **Our instrumental evaluation methods are confirmed by extensive sensorial evaluation tests.**



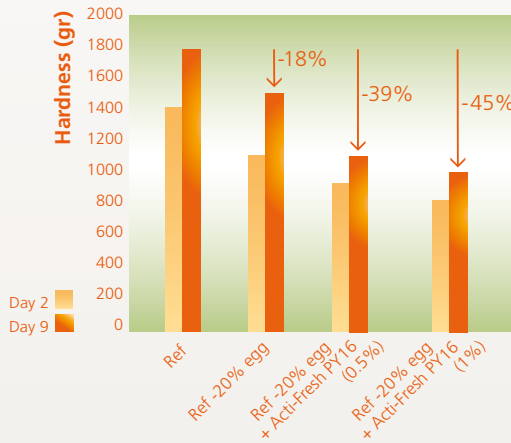
Puratos
Reliable partners in innovation

Acti-Fresh reduces egg content and improves quality

Acti-Fresh helps reducing the egg content in cake recipes while maintaining and even improving freshness dimensions such as softness, moistness, cohesiveness and resiliency.

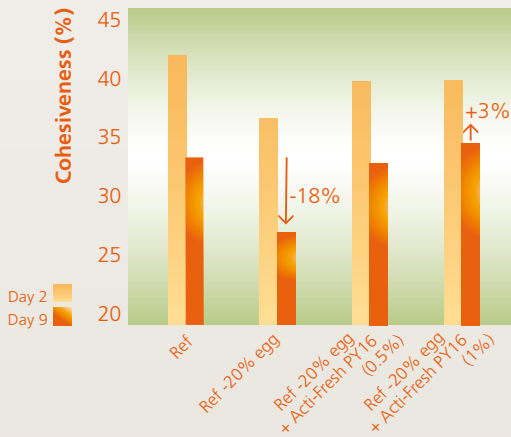
Improved softness

In tests, reducing the egg content by 20% produces lower hardness. Acti-Fresh reduces hardness by an additional 20 to 25% depending on the type of cake.



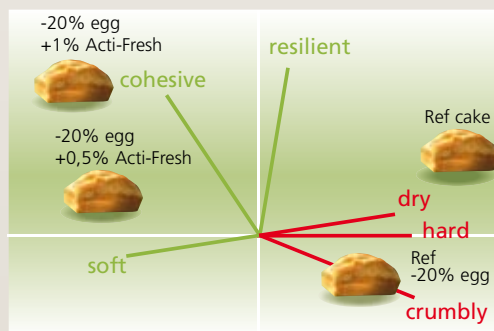
Improved cohesiveness and resiliency

When eggs are reduced, cakes lose much of their cohesiveness, resulting in crumbly and breakable cakes (see graph). Adding 0.5 to 1% Acti-Fresh compensates for the loss of cohesiveness, restoring it to levels attained prior to egg reduction. An equivalent effect is achieved with resiliency.



Improved moistness, enhanced mouthfeel

The cakes with Acti-Fresh show much better moistness, cohesiveness and resiliency not only compared to cakes with 20% less eggs, but also to cakes with their full egg content.



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