

ACTI-FRESH

Acti-Fresh: the unique solution for healthier cakes & cleaner labels

The consumer demand for healthier food products has evolved from a trend to a prerequisite. In most developed countries new legislation protects people against overconsumption of fat, salt or additives that have a negative impact on health. For a cake manufacturer this is an important business opportunity to create additional sales by developing healthier and cleaner label recipes without, of course, compromising on quality.



Acti-Fresh is the right choice for fat reduced recipes

Acti-Fresh from Puratos is a cake improver that allows you to reduce fat in your cake by 20% while maintaining the quality and freshness of your original recipe. Based on enzyme and emulsifier technology, Acti-Fresh improves the freshness of cakes and muffins in terms of softness, moistness and cohesiveness, compensating for all quality losses related to fat reduction.



100% fat → 80% fat
→ 15% water
→ 3-5% Acti-Fresh

On total cake recipe this will give approximately 1 % Acti-Fresh, based on a standard recipe with 20 % fat.



Acti-Fresh is the right choice for cleaner labels

Acti-Fresh PY16 is an enzyme-based cake improver. Because enzymes are classified as processing aids they don't need to be mentioned on the label. That means you can improve the freshness profile of your cakes without extending the list of additives.




Puratos
Reliable partners in innovation

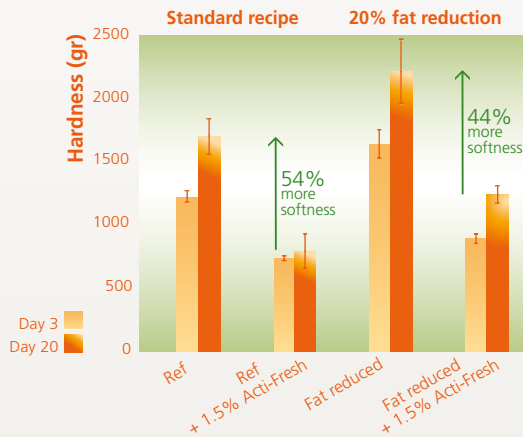
Quality & freshness go hand in hand. Acti-Fresh lets you deliver both



Acti-Fresh is dosed at 0.5 – 1.5% of total batter weight. It makes reduced fat cakes compatible with quality & freshness standards: more and longer softness, more cohesiveness, more resiliency, enhanced mouth feel...

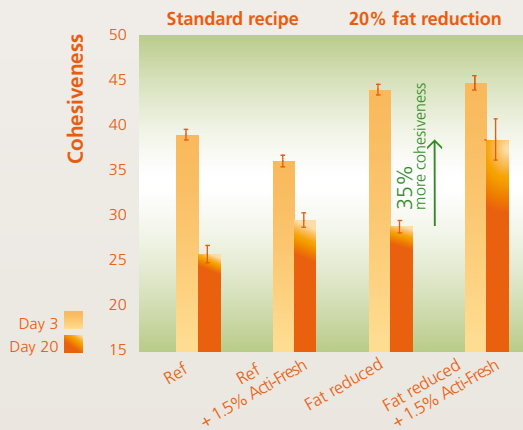
Improved softness

Acti-Fresh improves softness while reducing fat by up to 20%. That means customers get the soft, quality experience that they normally associate with cakes with much higher fat content.



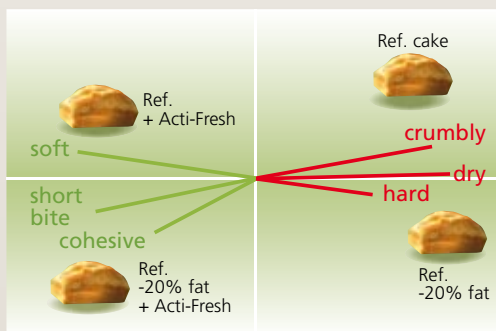
Improved cohesiveness and resiliency

Cohesiveness determines the firmness and smoothness of cakes. Cake with good cohesiveness will be less crumbly and less fragile, resulting in a fresher feel (pleasant mouth feel) and making it easier to eat (no crumbs on shirt). On fat reduced cakes, Acti-Fresh improves the cohesiveness & resiliency significantly as shown in the graph.



Improved moistness, enhanced mouth feel

Reference cakes are compared with fat reduced cakes. In these tests the cakes containing Acti-Fresh are judged to be more soft, moist and cohesive.



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