

Specialist bakery solutions



Your partner for baked goods with a difference

While baked goods are a staple in most European countries, there are still plenty of opportunities for manufacturers to grow their offering and differentiate their products to attract new consumers. The global bakery market is currently worth US\$480 billion (2013)¹, of which 36 per cent stems from European consumers.

Demand for indulgent bread, cakes and cookies is soaring, yet consumers expect more from their purchases. Whether they're looking for gluten-free varieties, additive-free products or indulgent textures, manufacturers must deliver these characteristics to stand out on packed shelves, as well as in the foodservice channel. With a broad specialist ingredient portfolio and extensive market insights, the Ingredion group of companies' team of experts can help you to create baked goods with real added value to deliver products that meet consumer expectations.

¹ Euromonitor 2013

Affordable luxury

Consumers want it all from their bakery products. They are looking for indulgent treats with extended shelf life, all at a reasonable price. It can be difficult for manufacturers to meet these sometimes conflicting demands. Through our texture solutions, we can help you to optimise eating experiences and achieve premium textures that will attract consumers. Moreover, our texturisers and co-texturisers allow you to partially replace costly ingredients, such as bakery fat and eggs, helping to stabilise overall ingredient costs, pass on savings to consumers and optimise profitability, while still achieving the textures that consumers love.

Ingredion's expert knowledge of texture, and in particular studies into texture in snacks and cakes, have led to in-depth understanding of the texture of baked products, allowing us to deliver the right solution for a wide range of challenges. In addition, research conducted into freshness in cakes resulted in insights into which textures consumers prefer. Ingredion's clean label and modified starches can help manufacturers to formulate products that meet consumers' expectations of freshness.



Clean label

Consumers are increasingly discerning when it comes to their weekly shop, scrutinising labels and choosing products with a simple ingredient listing. Manufacturers are developing new clean label foods to meet this trend, particularly in bakery – 38% of all clean label products launched in 2012 were found in the bakery category.²

Ingredion has the tools, the teams and the know-how to help manufacturers go to market with successful additive-free bakery. With over 20 years' experience in the clean label space, Ingredion is a world leader in clean label starch technology. Offering an unrivalled portfolio of more than 25 versatile clean label ingredients from the leading range of NOVATION® functional native starches, we can help you deliver clean label baked products that consumers expect.

Going gluten-free

The gluten-free market is booming. Coeliac disease affects approximately 2.5 million people in Europe alone,³ and an additional 25% of European consumers choose gluten-free products as part of a healthy diet. This large group of consumers demand gluten-free products that are equivalent in taste and texture to gluten-containing foods. Yet gluten-free goods are often considered to be of poorer eating quality, and nutritional profiles tend to be deficient in protein and fibres, and high in fat and sugars. Ingredion can help you overcome these challenges.

Amongst our growing range of gluten-free products is HOMECRAFT® Create GF 20 flour. A premium, clean label gluten-free flour derived from tapioca and rice, it is suitable for a range of popular bakery applications. HOMECRAFT® Create GF 20 flour delivers consumer-winning tastes and textures that rival those of gluten-rich alternatives. It can also be used in combination with Ingredion's high-fibre ingredient, HI-MAIZE® 260 resistant starch, to create products with added nutritional value to strengthen product positioning in the health and wellness market. The full series of NOVATION® functional native starches, and Ingredion's range of modified starches can also be used to texturise gluten-free products.



Approved health claims

Health and wellness continues to be an important trend, and functional and fortified foods are growing in popularity. Health messaging backed by strong scientific and clinical evidence can be an important differentiator on packed shelves. Ingredion has received authorization from the European Commission for health claims for its ingredient HI-MAIZE® 260 resistant starch. The claim recognises that replacing digestible starches with resistant starch contributes to a lower blood glucose rise after a meal (depending on the amount of resistant starch used). Another approved claim relating to beta-glucan intake and healthy cholesterol levels also applies to the ingredient SUSTAGRAIN® wholegrain barley. Available in easy-to-use flour and flake format, SUSTAGRAIN® wholegrain barley, delivers 30% fibre and 12% beta-glucans to applications such as cereal bars, luxury cereals and muesli.

Specialist solutions

Ingredion combines a speciality product portfolio with up-to-date market and consumer insights to help customers create successful products with messaging tailored for their target market.

Key applications

- Bread
- Pizza
- Cakes & muffins
- Coated Systems
- Cookies
- Snacks
- Wraps

Ingredion's solutions

- **HEMOCRAFT® Create GF 20 flour**
- **HI-MAIZE® 260 resistant starch**
- **SUSTAGRAIN® wholegrain barley**
- **NOVATION® functional native starches**
- **A broad range of modified starch texturisers and co-texturisers.**



ENHANCE
NUTRITION



IMPROVE
TEXTURE



SAVE
MONEY



SIMPLIFY
LABELS



SWEETEN
EVERYTHING

Contact us today to find out how we can help you deliver baked goods with a difference:

ingredion.com/emea

Ingredion Germany GmbH
+49 (0) 40 23 91 50
bakery@ingredion.com

Ingredion UK Limited
+44 (0) 161 435 3308



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Delivering solutions.™

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