



BAKELS

BAKERY INGREDIENTS SINCE 1904

Aromatic success story

FRESHNESS ENHANCERS

Aromatic

Aromatic – A premium product range of Bakels Sweden



Success story

AROMATIC FRESHNESS ENHANCERS BROUGHT VOLUME BUSINESS IN TURKEY

When one of the largest snack cake manufacturers in the world was looking for a longer shelf life for their cakes with an improved freshness and microbiological safety, Bakels came into the picture with the right solution, a liquid freshness enhancer with preservatives from Aromatic.

Aromatic has a strong worldwide reputation as the expert for industrial cake applications and is well known for their technical knowledge, service and support. As Bakels' centre of competence for industrial cake ingredients, Bakels Sweden could develop and offer a new Aromatic freshness enhancer GL 24 Special, customized for the snack cake manufacturer to increase their cake shelf life from 6 to 12 months while keeping the freshness and avoiding fungus growth.

Due to the snack cake manufacturer's export to the whole of the Middle East and to North Africa, the big challenge for Bakels Sweden was to develop a stronger freshness enhancer that can provide additional shelf life in very hot and humid climates.

The new Aromatic product GL 24 Special is a high functional shelf life extender containing preservatives in liquid form which allows the customer to produce soft & fresh cakes with a shelf life of up to 1 year. The combination of 3 preservatives and 2 humectants gives GL 24 Special the synergistic ability to control moisture retention, water activity and pH, and to provide freshness and mold inhibition at the same time. A dosage of only 1 - 2% GL 24 Special is efficient enough to preserve long shelf life cakes from 3 up to 12 months.

BACKGROUND

The company is one of the largest snack cake manufacturers in the world and exports to more than 85 countries. Their production capacity for biscuits, cakes and chocolates is higher than 900,000 tons per year and they have a market share of 25% for cakes in Turkey.

2019 the snack cake manufacturer bought more than 800 tons of GL 24 Special from Bakels Sweden which is going into the production of 60,000 tons of snack cakes. A long shelf life of more than 6 months allows the snack cake manufacturer the export worldwide.

The main reasons for this great success story are the high technical knowledge for industrial cake applications brought to the table by the Aromatic brand, the modern production facility at Bakels Sweden which has a very high production capacity, the high quality ingredients Bakels are using in their products and the whole service including technical support that we provide to our customers.

AROMATIC — AN EXPERT FOR SHELF LIFE EXTENSION OF SNACK CAKES

Large cake producers always need guidance in application development and technical line support, since the demand in high quality cakes with an increased shelf life at a very low cost is growing. It became a challenge and a great opportunity for every industrial cake manufacturer to grow in a competitive market. Aromatic with their broad technical expertise and global experience in the industrial manufacturing of soft cakes is providing for all kinds of industrial cake applications such as the right product solution for shelf life, eating quality/softness and cost effectiveness.

The biggest challenge, especially in places with a hot and humid climate, is to achieve a totally safe product in terms of microbiology and to obtain a lovely and soft texture throughout the storage time.

The vast experience of Bakels Sweden makes it possible to develop all needed recipes with correct properties, for example prolonged cake softness by retarding starch re-crystallization (antistaling) with Emulsions & Cake Gels from Aromatic.

Reduced drying of the cake and microbiological growth is prevented by Aromatic Freshness Enhancers with the ability to adjust water activity and the pH of the cake. All of these factors guarantee the requested shelf life.



PORTFOLIO

Freshness Enhancers – liquid preservative systems

For cake applications

- | | |
|--------------------|--------------------------------|
| • GL 24 Special | Dosage: 1 - 2% on total batter |
| • K2000 Lemon | Dosage: 1 - 2% on total batter |
| • Aroflave Vanilla | Dosage: 1 - 2% on total batter |

For bread & roll applications

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|---------|---------------------------------|
| • GL 22 | Dosage: 1,5 - 2% on total dough |
|---------|---------------------------------|

English muffins & tortillas applications

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|-----------------|---------------------------------|
| • GL 24 Special | Dosage: 1,5 - 2% on total dough |
|-----------------|---------------------------------|

Cake gel – whipping agents and softeners

For cakes applications

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|-------------------|----------------------------------|
| • Jilk 60 / Colco | Dosage: 0,5 - 2% on total batter |
| • Dorothy | Dosage: 0,8 - 3% on total batter |
| • Arosoft Cake | Dosage: 2 - 5% on total batter |

For bread & rolls applications

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|-------------------|--------------------------------|
| • Driv / Bakesoft | Dosage: 1 - 3% on flour weight |
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Recipe VANILLA CUPCAKES

INGREDIENTS	KG	%
Eggs	32.000	16.00
Sugar	38.000	19.00
Water	11.000	5.50
Salt	0.600	0.30
Xanthan gum	0.100	0.05
Vanilla flavour	0.400	0.20
GL 24 Special	2.000	1.00
Sorbitol	3.200	1.60
Glycerol	4.000	2.00
Glucose Syrup	2.000	1.00
Invert Syrup	6.000	3.00
Jilk 60	1.800	0.90
Dorothy	2.800	1.40
Vegetable oil	34.000	17.00
Wheat flour	53.000	26.50
Whey powder	8.000	4.00
Baking powder	1.100	0.55
Total	200.000	100.00