



THE GROWTH OF CONSUMER-FRIENDLY LABELS: RISING TO THE CHALLENGE

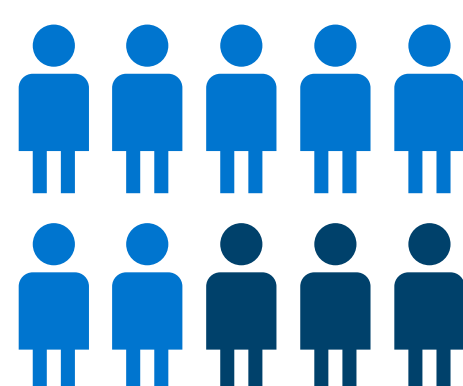
Amidst growing awareness of the environmental and health impacts of what we eat, consumers are continuing to embrace the 'clean label' food trend. Manufacturers are accordingly looking to meet the growing demand without sacrificing the quality of their products.

For industrial bakeries and improver houses in the baking sector, this means creating label-friendly breads and buns that improve softness and volume without compromising on crumb structure and shock tolerance.

While the term isn't clear, consumers would like to know more about products with a consumer-friendly label

1 in 2

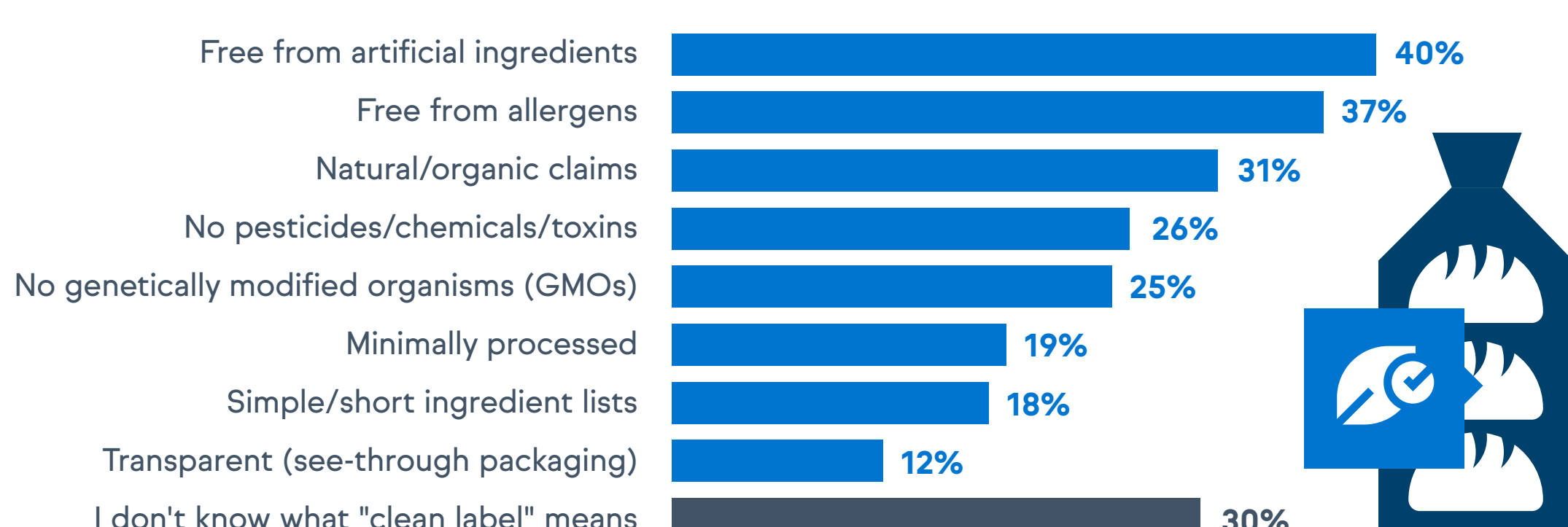
US, UK and German consumers regularly read ingredient labels.



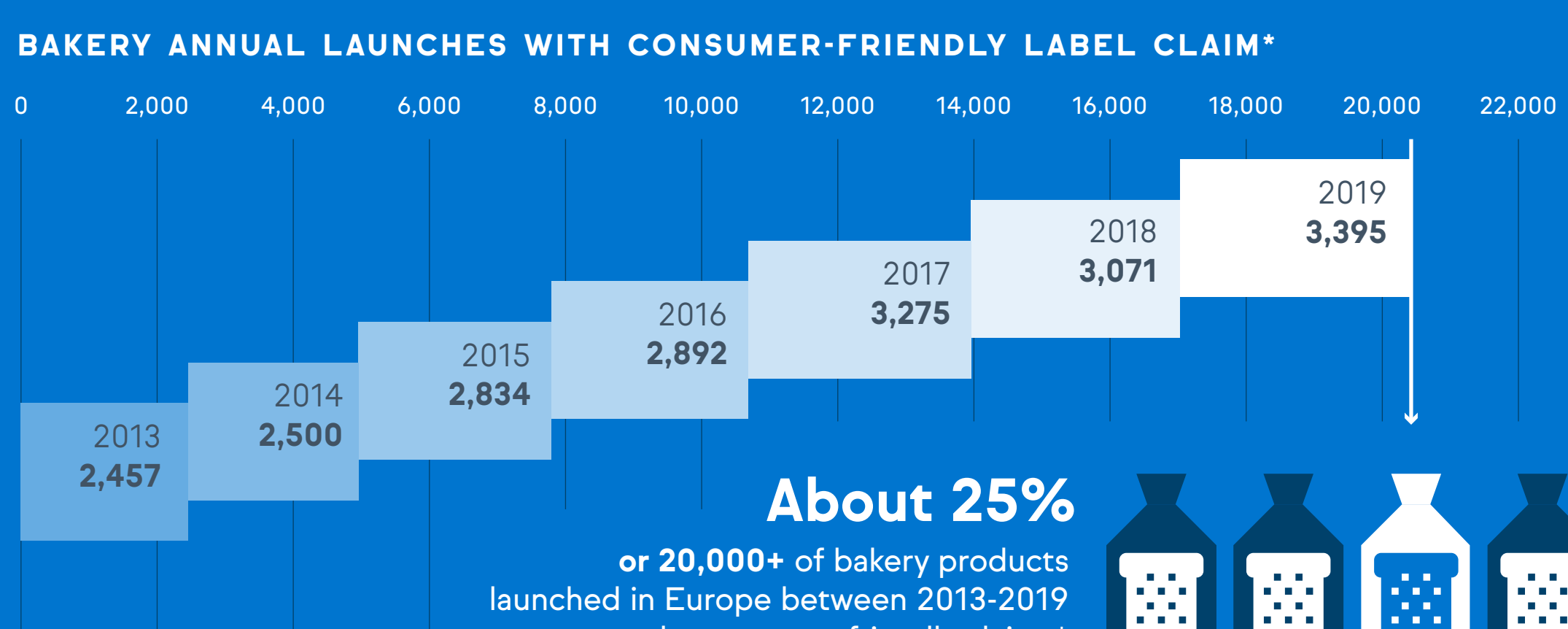
7 in 10

US and UK consumers would like to know and understand products' ingredient lists.

WHAT THE TERM CLEAN LABEL MEANS TO CONSUMERS:



Consumer-friendly label claims continually increasing



*clean label: Positioning: GMO Free, Natural, No Additives/Preservatives, Organic. Excluding E-numbers: E,471, E472 a-b-e

Daily challenges for the industry include:

Increase productivity
Reduce costs while maintaining quality



Clean label

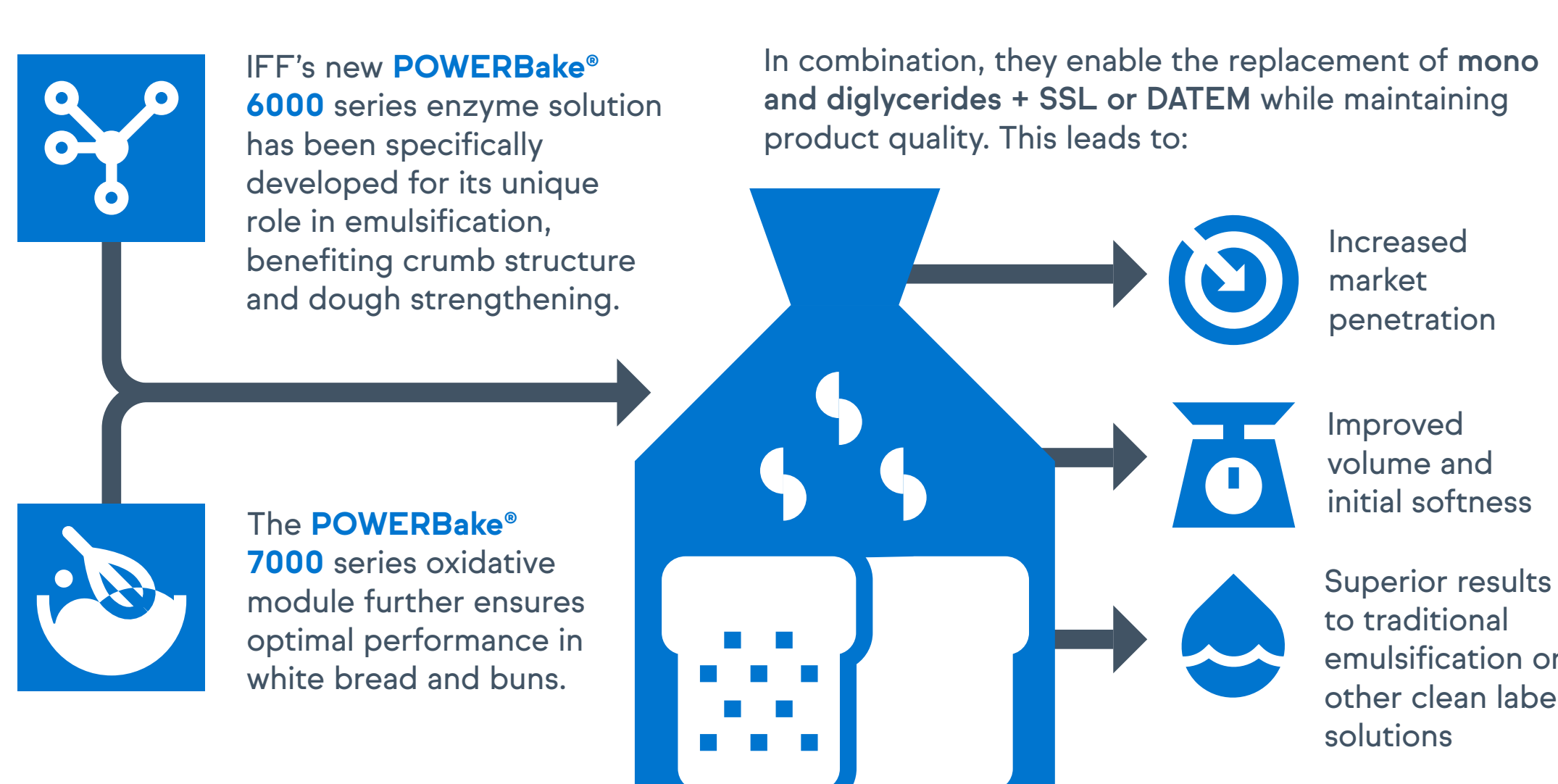
- ▶ Address the market need for label-friendly products
- ▶ Shorter ingredients list
- ▶ Fewer additives



Fast to market

- ▶ Reduce time to market
- ▶ Be innovative and fast

Meeting consumer demand for a friendlier label



Why is POWERBake® unique?

Improved specific volume

Improved initial softness

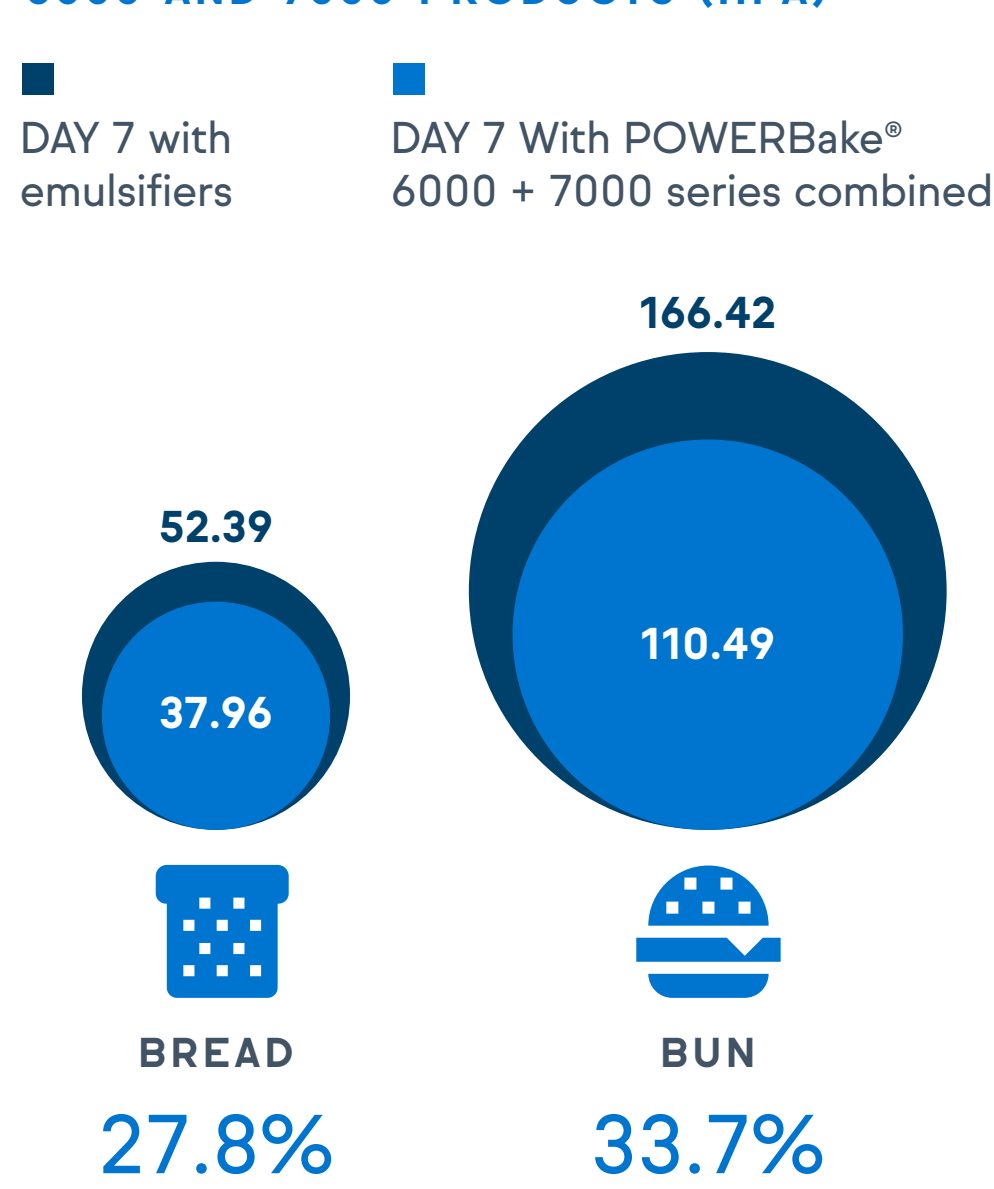
Crumb structure: Maintained quality and appearance

Shock tolerance: Maintained stability after shock

Soft skills

POWERBake® 6000 and 7000 combine to produce softer products. From day 1, bread is 27.8% softer and buns are 33.7% softer - a quality that remains 7 days later.

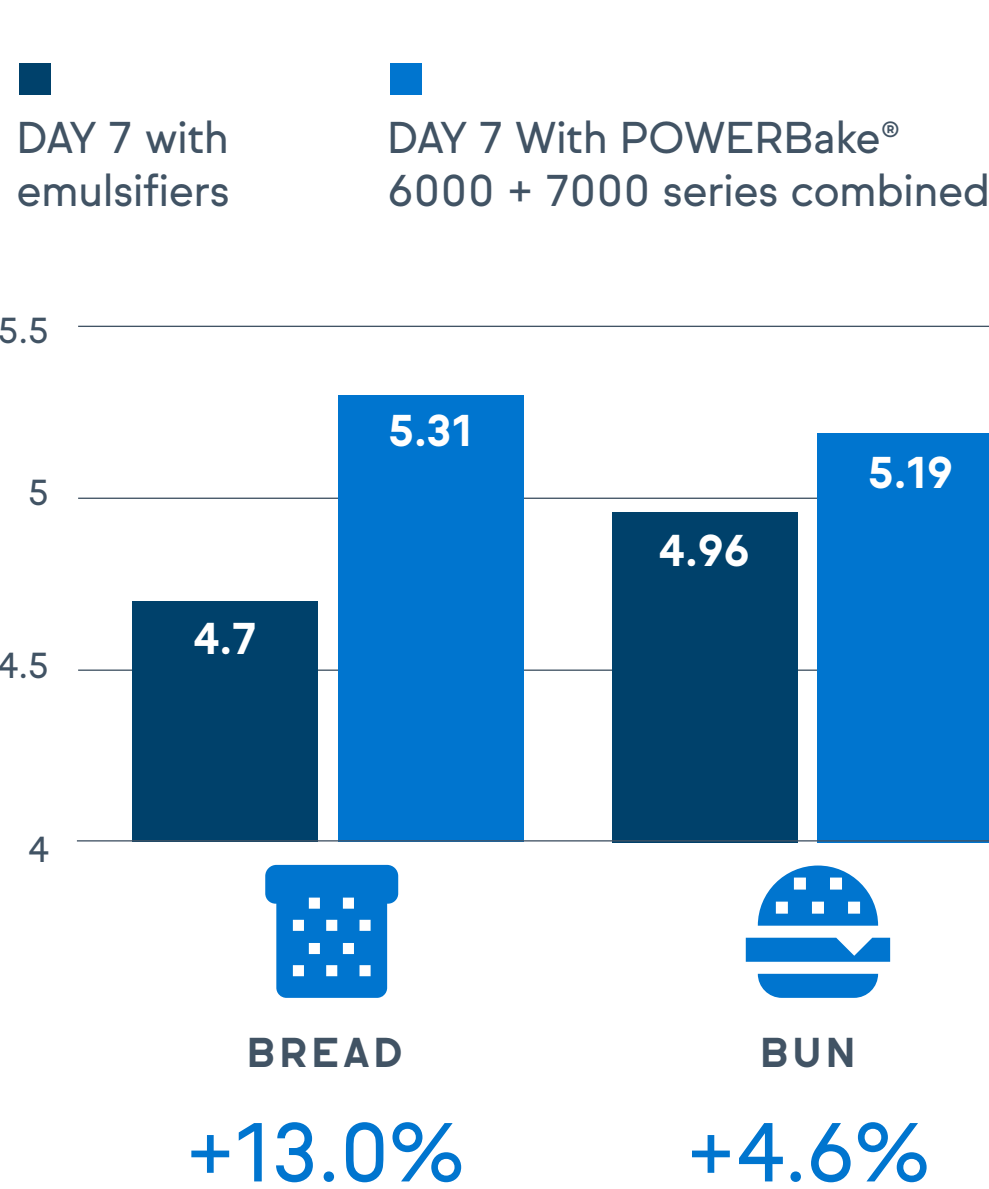
COMPARATIVE HARDNESS WHEN USING EMULSIFIERS OR POWERBAKE® SERIES 6000 AND 7000 PRODUCTS (HPA)



Turning up the volume

A combination of POWERBake® 6000 and 7000 series ingredients can boost volume by 13% in white bread and 4.6% in hamburger buns.

SPECIFIC VOLUMES OF WHITE SLICE BREAD WITH EMULSIFIERS OR POWERBAKE® 6000 & 7000 SERIES PRODUCTS (CM³/G)



Looking for a friendlier label in baked bread & buns?

IFF has been a forefront innovator in emulsification technologies for the bread industry for decades. Tapping into deep ingredient knowledge, full formula understanding and production experience across all types of baked goods, we enable the bread industry to formulate throughout the label-friendly spectrum to answer consumer demands.

With the new POWERBake® series, IFF enables improver houses and bakeries in Europe to meet the need for friendlier labels while maintaining quality in their sliced breads and buns.

For more information, please see dupontnutritionandbiosciences.com/products/powerbake.html

Sources: IFF, GlobalData, Innova

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