



## Baking Up Label-Friendly Breads

### Have you been looking for a label-friendly solution for monoglycerides and DATEM in bread?

Consumer perception of monoglycerides and DATEM is becoming increasingly negative, and many consider it an undesirable ingredient in food products. As more bakery producers seek out alternative emulsifiers, price and availability will likely be impacted.

# 63%

of U.S. consumers usually or always read the ingredient list.

Source: HealthFocus 2015

#### Cleaner Label Preferences Continue to Grow

A recent consumer study demonstrates that the majority of “Drivers of Purchase” for bread are influenced by clean label criteria.



Source: Advanced Analytics

[Cargill.com/labelfriendly](http://Cargill.com/labelfriendly)

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Label-Friendly Breads

#### CONTACT

Contact a Cargill representative today at  
 1-877-SOL-UTNS  
 (877-765-8867)

Cost in use when replacing in white breads is nearly equal – and in some cases, even less expensive.

### Cargill is Ahead of the Curve

Cargill has been actively developing alternative solutions to monoglycerides and DATEM as emulsifiers in baked goods. The solutions we have been testing have had excellent results to-date, with comparable pricing to current formulations. In completing a large variety of test scenarios, we formulated and baked several loaves, then subjected them to sensory testing.

- Trained panelists judged sensory attributes (taste, texture, flavor) relative to controls
- Concluded that the Cargill solutions offer successful replacements to monoglycerides and DATEM

#### WHAT DO EMULSIFIERS ADD TO BAKED GOODS?

Property	Function
Surface Activity	Reduces tension at oil/water interface
Gluten Interaction	Enhances water absorption
Starch Complexion	Improves fat dispersion/reduction, dough elasticity/oven spring
Foam Formation	Ensures freshness, softness; Enhances gas retention, loaf shape

Learn more about label-friendly emulsifiers from Cargill: [Cargill.com/labelfriendly](http://Cargill.com/labelfriendly)

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