



NEW



**PURE
FRESH**

BAKING INGREDIENT
that helps extend the freshness of
bread and other yeast-leavened baked
goods for several days

Art. 2727205, 5 kg in box
 Art. 2727220, 20 kg per bag

PUREFRESH

THE CLEAN LABEL FRESHNESS IMPROVER

PureFresh is a clean-label baking aid that improves the freshness of breads (with or without sourdough) and all types of light- to medium-weight yeast doughs for several days.

PRODUCT FEATURES:

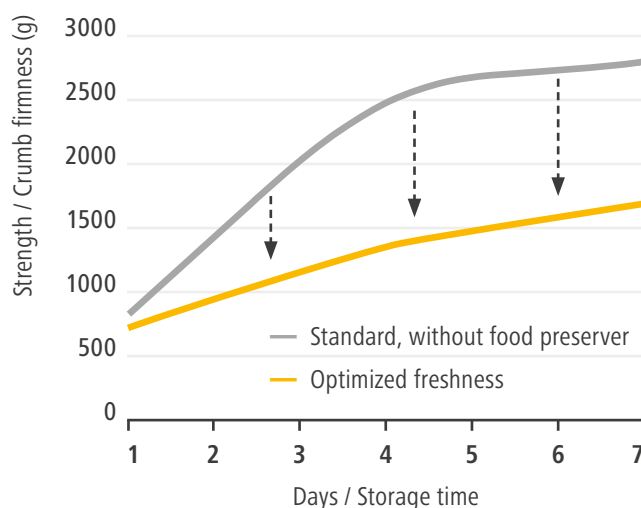
- Soft crumb – optimal, soft mouthfeel
- Extended freshness for several days
- Simple and reliable handling
- Suitable for all cold-processing methods
- Wide range of applications

ADVANTAGES:

- Pleasantly soft crumb that delivers an optimal, soft mouthfeel – meeting consumer expectations and helping you **boost sales through high (consumer) acceptance**
- Extended freshness for several days ensures **satisfied customers who are happy to return and buy from you again**
- Longer shelf life keeps baked goods saleable for an extended period – enabling you to effectively **reduce your returns rate**
- Wide application range supports **efficient, consistent production** across a broad portfolio of baked goods, from breads to sweet pastries
- Clean Label suitability** highlights the naturalness and premium quality of your products, supporting **higher selling prices** and clear **differentiation from competitors**
- Vegan suitability offers genuine added value for consumers – helping you further **increase purchasing interest**



Improved freshness that can be measured



Dosage matrix

Product	Dosage (on flour)
WHEAT CONTAINING BREADS	
White breads	1.50 %
Mixed wheat breads	1.00 %
RYE CONTAINING BREADS	
Rye mixed breads	1.00 %
Rye mixed breads with ready-made sourdough	1.00 %
YEAST DOUGHS	
Milk rolls	2.00 %
Braided breads and similar baked goods	2.00 %