

# PERFECT TEXTURE EVEN AFTER 14 DAYS



Discover **FRESKO**, our new anti-staling system.

AN INNOVATION BY



# FRESKO

Our new anti-staling system

Discover  
more and  
get in touch.



When choosing bread, the best before date and texture are crucial. In fact, two-thirds of EU consumers prioritize the best before date when making their purchase\*, while 84% of consumers worldwide consider texture a deciding factor. FRESKO enhances both freshness and texture, making your bread products an easy choice.

## EXTENDED SHELF-LIFE

up to 14 days

## CLEAN LABEL

thanks to enzyme systems

## IMPROVED TEXTURE

excellent mouthfeel



## SMART INGREDIENTS, GREAT RESULTS

### GLUCOSE INSTEAD OF MALTOSE

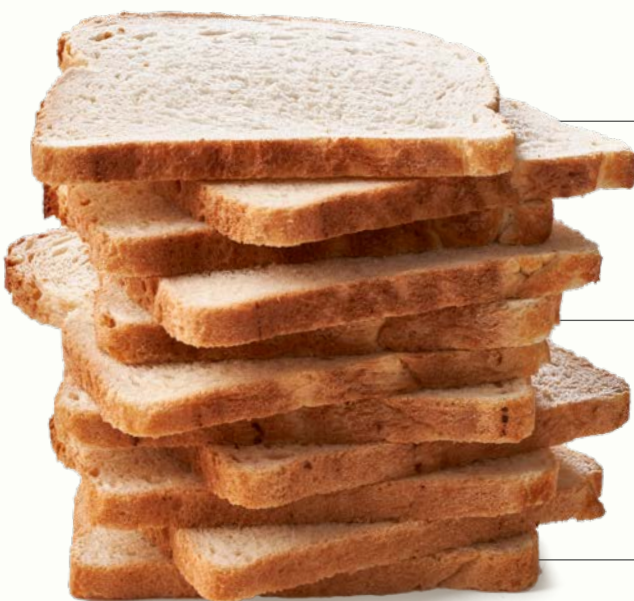
The hydrolysis of amylopectin produces glucose rather than maltose, which enhances the bread's resilience and helps maintain a soft texture.

### ENZYME SYSTEMS

The enzyme systems remain stable over a wide range of temperatures and pH levels. They also don't need to be listed on food labels, making the product more attractive to today's conscious consumers.

### EASY INCORPORATION

FRESKO is a powdered solution that is customizable and requires a low dosage.



\* FMCG Gurus, Fresh bakery survey, Q2-2023