



CASE STUDY

Commercial Bakery Leverages Freshness Solution to Increase Resilience and Quality of Bread

The Company

A commercial bakery that supplies bread for a deli chain in the southwest part of North America.

The Problem

The bakery was achieving the desired number of days for the shelf-life of the bread, but there were issues with the texture of the final product. While the deli sandwich bread reached the shelf-life needs, the product itself was dry and crumbly and didn't hold up to customer expectations.

The Story

The bakery searched through their connections to see if there was a solution that could improve the situation. They chose to collaborate with Corbion because of its reputation and expertise, especially in the area of freshness solutions.

One of the factors affecting the texture of the bread is the process it goes through – it is fully baked at the commercial bakery, then frozen and thawed at the deli sandwich shops. With the current shelf-life formula, the freezing process exaggerated the dry and crumbly texture making it even less desirable for consumers.

The Corbion team decided to replace the current shelf-life formula with Ultra Fresh® Premium 330i, specifically designed to maintain the desired texture and resilience of the final product.





The Hurdles

Results from the sensory testing with the Ultra Fresh® Premium 330i were positive and the customer was impressed with the improvements to moistness without gumminess, resilience, and overall texture. However, a few more tweaks needed to be made in order to achieve just the right texture through the bake, freeze, and thaw process.

The Corbion Technical Service team worked with the customer inside the plant to adjust the usage rate of the Ultra Fresh® Premium 330i to reach the desired texture goals while keeping the formula cost-effective. The final product was just what the customer was looking for – bread that maintained a fresh, resilient texture even through the freeze-thaw processing.

The Resolution

After the positive results from the adjusted formula, the customer decided to update its formula and send the new product out to the delis. To their delight, sales of bread inside the deli grew as their consumers experienced the improved product. This bread maintained softness with the higher resilience from Corbion's Ultra Fresh® solutions.

The customer was grateful for Corbion's partnership throughout the process and is looking forward to evaluating the formulas of their other products to see where further improvements can be made.

See how you can leverage Corbion and our suite of customized solutions - part of our **360° by Corbion** offering for commercial bakeries.

Connect with one of our technical experts today

For more information, please contact: foodus@corbion.com

Corbion partners with the world's food manufacturers to put truly sustainable food solutions to work. Our state-of-the-art ingredient solutions redefine preservation, inspiring and enabling forward-thinking companies to create and prolong all the hallmarks of freshness and safety - like texture, taste and antimicrobial control - that shape delightful eating experiences all while protecting the planet future generations will inherit. We deliver both tangible and intangible value, helping our customers craft delicious, nourishing foods consumers can trust. At Corbion, our priorities as consumers shape the products we help make possible - products that allow our families, our friends, and our customers to thrive.



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