



Corbion

Case Study

Major Private Label Commercial Bakery Leverages Corbion to Implement Product Reformulation Across Multiple Plants

The Company

A major US commercial bakery supplying private label products to regional grocery store chains.

The Problem

Production and quality issues only seemed to multiply for this client manufacturer ever since COVID-related supply issues first began to impact their operations. As COVID wound down, the Russia-Ukraine conflict ramped up. Once reliable ingredient suppliers suddenly couldn't deliver as exports fell off. The ingredients they once took for granted began to fluctuate wildly in both price and quality.

Making things worse was an increasingly erratic workforce. With fewer skilled bakers available, they had a hard time producing bread and bun products consistently. Distributors began to complain about overly long lead times.

The Story

The bakery decided it was time to reformulate. A well-executed reformulation, the bakery decided, could make ingredient sourcing easier, reduce costs, and at the same time create efficiencies that would simplify production processes for less specialized staff.

Corbion responded with an implementation plan based on the multi-functional Pristine® 3000 dough strengthening system. This single substitution allowed them to reduce the

number of ingredients in their bread formula, lessen their dependence on expensive vital wheat gluten, and bring new levels of consistency to production.

Aided by the 360° by Corbion Applications and Technical Service teams, the bakery was able to streamline processes across their bakeries, improve quality, and mitigate the impact of ingredient price fluctuations in a single stroke.



The Hurdles

Of course, successes in one production plant don't always translate to other plants where processes and equipment can vary. This was an instance where Corbion leveraged its Technical Service team, with their encyclopedic knowledge of industry processes and technologies, was able to add significant value. Working hand-in-hand with the 360° Applications group, the Technical Service team was able to implement the reformulation across all three bakery locations.

As formulation and production processes became more uniform across the client's production system, labor problems began to ease, as it became easier to train less experienced employees to work on the line. Production glitches also became fewer as the complexity decreased, and reduced numbers of components made it less likely that employees would confuse ingredients or add them in the wrong quantities.

For more information, please contact:
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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.

The Resolution

In the end, Corbion delivered a reformulation that exceeded even the customer's highest hopes. By successfully substituting Pristine® 3000 for other more expensive and variable ingredients — across multiple applications and in multiple bakery locations — the Applications and Technical services teams together increased the consistency and quality of finished products while making processes simpler and less expensive.

The commercial bakery was finally able to mitigate the price fluctuations and sourcing problems that had been causing headaches for years. **Best of all the bakery was once again able to supply their 3,000+ customer stores predictably and on time.**

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.