



BAKERY INGREDIENTS SINCE 1904

Clean label shelf life control

PROTECT



Today's hot topic

CLEAN LABEL

It's no secret that consumers are becoming more conscious of their consumption and looking for natural and healthier food options. This is reflected in 63% of adults who say ingredients in a food or beverage have at least a moderate influence on what they buy¹, with 64% saying they try to choose foods made with natural ingredients¹.

Products are expected to have shorter, cleaner and clearer labels with fewer 'chemical-sounding' ingredients, E-numbers and preservatives. Health-related factors dominate reasons consumers avoid these, with 26% citing general health concerns for themselves as the top reason¹.

For North American and European consumers, "made without artificial ingredients" is the second most common definition of clean label and feature in the top-5 for Asian and Latin American consumers².

Nearly half (48%) of all global consumers are extremely or very conscious of cutting back on artificial preservatives³.

While clean ingredients is an important decision-making factor for consumers, they are also expecting more convenience in the form of longer shelf life in the bakery sector. This means less waste and thus contribution to a more sustainable product.

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The clean label market is expected to double in value by 2026 to

\$64.1 BILLION⁴

BRANDS ARE INCREASINGLY REQUIRED TO DELIVER GREAT-TASTING PRODUCTS AND HAVE FAMILIAR, CONSUMER-FRIENDLY LABELS

1. International Food Information Council survey 2021: "Chemical-sounding" to "clean"
2. Innova Trends Survey 2023
3. Innova Health & Nutrition Survey 2022
4. International Food Ingredients Council Foundation, Food & Health Survey 2016

The solution:

BAKELS PROTECT

CLEAN LABEL SHELF LIFE CONTROL

Bakery products contribute to the highest volume of global food waste, a topic 68% of global consumers are concerned about⁵, and we're here to help you extend the mould-free shelf life of your bakery products, so consumers can enjoy your products for longer.

Bakels Protect is a clean label preservative made from fermented wheat flour, an effective alternative to preservative calcium propionate (E282) and suitable for all yeast-raised bakery products. Protect is declared as fermented wheat flour on product labelling.

INGREDIENT	CLEAN LABEL	TYPICAL USAGE RATE (OFW)	PROPIONIC ACID % (+/-2%)	PROPIONIC ACID PPM, BASED ON USAGE RATE
CALCIUM PROPIONATE (E282)	NO	0.25%	79.6%	2000
BAKELS PROTECT - GREEN	YES	2%	20.0%	2000
BAKELS PROTECT - RED	YES	1%	17.5%	1750

FOR SPECIFIC APPLICATION
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YOUR LOCAL BAKELS
REPRESENTATIVE





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