

# Simple Sells



# Clean Label Bakery Products

## Simple sells.

## Clean Label Consumer Insights

### What is Clean Label?

There is really no firm definition of what clean label is. Generally when consumers say they want clean label products they are looking for products with ingredient statements that are short and simple. They are looking for words that are familiar to them and that associate with ingredients they would find in their own kitchen. Sometimes advertisements for clean label products illustrate that an ingredient statement should be so simple that a young child can read it easily.

An example of an ingredient statement that would resonate well with consumers looking for clean label products would be whole wheat flour, water, brown sugar, vital wheat gluten, soy oil, yeast, salt, cultured wheat flour, contains 2% or less of ascorbic acid, enzymes.

### Seizing the Market Opportunity

The consumer demand for clean label ingredients has opened a door of opportunity. Consumers are looking for products they feel are safe and free of chemical sounding ingredients and products that they can trust. Moreover they still expect the same level of quality, flavor, and shelf life just with friendly sounding ingredients. This presents a challenge to the industry but a great opportunity to those who can reformulate to address these needs. At Watson we believe that you can produce a high quality great tasting baked product with an extended shelf life and ingredients that are very consumer friendly.

### People Who Care about Your Success

We have the innovative ingredients to accelerate your clean label market success and we have the clean label experts who will help ensure your market success. From the PhDs in our Bakery R&D Laboratory to our AIB Certified Baking Technologies, our knowledgeable technical sales team and our quality and regulatory department are all committed to providing you the solutions to overcome your challenges and the technology to power your innovation.

# MightyStrong™ trims those ingredient statements down to size!

The Clean Label Champ gives you control and flexibility at the lowest cost in use.

- **MightyStrong™** is a great product that will offer an even better economic value than other leading brands.
- **MightyStrong™** is more concentrated, which means even less non-active filler for lower shipping and warehousing costs.
- **MightyStrong™** can be used at 1- 2 oz. cwt. to replace ADA or at higher levels to replace chemical dough conditioners such as SSL and ethoxylated products.
- **MightyStrong™** can also be used to reduce gluten. For example at 8 oz. per cwt. MightyStrong™ may replace 2-4% of the added gluten in your formula for additional cost savings.

## Soft n' Mighty™

A combination of natural dough conditioners and crumb softeners. Soft n' Mighty™ will eliminate the need for SSL, DATEM, azodicarbonyamide, mono- and diglycerides, and ethoxylated mono- and diglycerides.



## Stay Soft™

Our Stay Soft™ line of softeners is designed for use in breads, rolls, bagels, muffins, and sweet goods. Stay Soft™ keeps baked goods softer longer, resulting in improved consumer appeal, reduced stale returns, and extended shelf life. In addition, the use of Stay Soft™ allows the baker to reduce the frequency of store deliveries and the number of short production runs.



## No Mold™ & Long Life Natural Mold Inhibitors

No Mold™ is a natural, free flowing mold inhibitor from fermented whey. It inhibits mold growth in yeast raised products without affecting yeast growth. Long Life Parve™ is based on cultured sugar syrup for Kosher Parve declaration.

## Oven Spring™

All Natural Oven Spring™ 910 and 911 for short or no-time dough systems are all natural bromate replacers for oxidation and conditioning. Improves dough handling and gives greater loaf volume and excellent crumb characteristics. Available in a GMO-FREE form.



**Watson has assembled the dream team of clean label ingredients...our "clean team."** All the ingredient systems you need to address today's consumer demand for simpler, less complicated ingredient statements because in today's market, less really is more. So ... as they say, "keep it simple." Each member of our clean team comes in several varieties and most come with delivery system options including our Sol-U-Pak™ dough soluble packet which eliminates the need to scale.

Ingredient to Eliminate	Mighty Strong™* <i>Lowest cost in use</i>	Soft n' Mighty™	Oven Spring™ 900 Series	Stay Soft™	No Mold™ Long Life Parve
Azodicarbonamide	✓	✓	✓		
Calcium Propionate					✓
Datem	✓	✓			
Mono and Diglycerides	✓	✓		✓	
Potassium Bromate	✓	✓	✓		
Sodium Stearoyl Lactylate	✓	✓			
	1 - 2 Oz Replaces ADA				
	<8 Oz Clean Label and gluten reduction				

\*Will also reduce the amount of gluten required for additional cost savings. For example: 8 oz. per cwt. of MightyStrong™ can replace 2-4 % gluten.



**Your Clean Label Experts**

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