

Kerry unveils Biobake® Fresh Rich to deliver improved freshness

22 November 2023 | News

This new, clean-label starch-acting enzyme enables sweet baked goods containing more than 20 per cent sugar to remain fresher for a longer period



This new, clean-label starch-acting enzyme enables sweet baked goods containing more than 20 per cent sugar to remain fresher for a longer period

Kerry, a global leader in taste and nutrition, is pleased to introduce Biobake® Fresh Rich, an innovative enzyme solution for sweet baked goods that delivers longer-lasting softness, freshness, and moistness perception over shelf life while supporting food waste reduction.

This new, clean-label starch-acting enzyme enables sweet baked goods containing more than 20 per cent sugar to remain fresher for a longer period, significantly reducing food waste. It is designed to create a softer, more consistent and more flexible crumb structure, with improved perceived moistness, enabling products to stay fresher for longer.

Baked goods are the largest category of food waste globally and, as such, extending their shelf life is an important means of waste reduction. Maintaining product quality over a longer shelf life can contribute to a more sustainable future by reducing the likelihood of bakery products being thrown away by consumers.

Commenting on the new baking product announcement, Deborah Waters, Product Director for Enzymes at Kerry, said: “Kerry’s new Biobake Fresh Rich is a proven performer, maintaining product freshness, softness and moistness in high-sugar content products like muffins, pancakes and pound cakes over longer shelf life. This delivers significant benefits in reducing food waste by making the supply chain more robust and improving the sustainability profiles of bakeries.”

Biobake Fresh Rich comes in a highly dispersible dry format and has a neutral taste. It is suitable for kosher, halal, vegetarian and vegan product manufacture. In recent sensory trials versus a benchmark fresh-keeping enzyme over a 12-week shelf life, Biobake Fresh Rich significantly outperformed the benchmark in both softness and moistness perception.