

Intens Freshness



Seeing Feeling Enjoying

...is believing



How consumers rule with **'THE BAKED GOODS TRIANGLE'**

Consumers are considering **freshness** as one of the top three key factors when making bread purchase decision.

Intens Freshness is one of Puratos modular solutions that extend freshness without compromising any texture parameter: moistness, resilience, and softness.

- ✓ Tested and approved by instrumental and sensory analysis
- ✓ Greater distribution savings
- ✓ In line with market trends



Intens Freshness

Puratos continuously looks for the latest development in enzymes and emulsifiers through dedicated research. We search for enzymes that can deliver different texture solutions such as freshness to our customers.



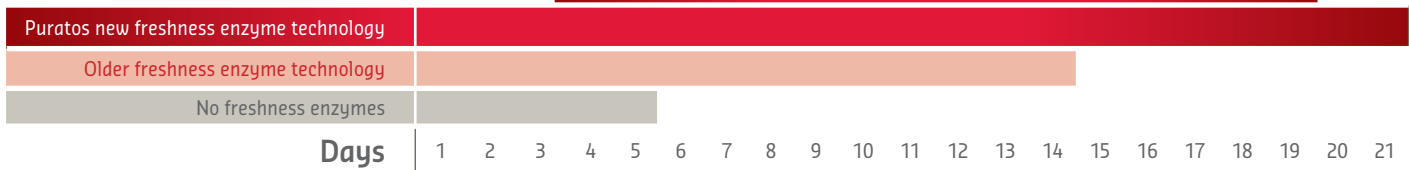
Our most recent innovation, called **Intens Freshness 2-30**, is made with a new generation of freshness enzymes that **do not compromise on any texture** parameters in various baked good applications - such as breads and rolls, pitas, or laminated dough products.

Tested and approved

by instrumental and sensory analysis

Bread made with Puratos Intens Freshness 2-30 stays fresher nearly 50% longer than older technology and nearly 4x longer than breads without any freshness enzymes.

Freshness



Product range

PRODUCT / PRODUCT NUMBER	SOFTNESS	MOISTNESS	RESILIENCE	SHELF LIFE	CLEAN LABEL	NON-GMO	USAGE	PACK SIZE
Intens Freshness 4012354	■ ■	■ ■	■ ■	14 days		✓	0.25 - 0.5%	20 kg
Intens Freshness 2-30 4008709	■ ■ ■	■ ■ ■	■ ■ ■	21 days+	✓	✓	0.10 - 0.25%	20 kg
Intens Freshness CL 4012355	■ ■	■ ■	■ ■	14 days	✓	✓	1 - 2%	20 kg

Application: can be used in all bakery applications and processes, such as:



Pan Breads



Hamburger Buns



Soft Rolls



Sweet Goods



Laminated Goods

Experience the benefits.
Please contact us for more information.

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