

Media Contacts:

Jenn deBerge, O'Malley Hansen Communications
(314) 721.8121 or jenn.deberge@omalleyhansen.com

Jennifer Condren, AB Mauri Fleischmann's
(314) 392.0842 or jennifercondren@abmauri.us

AB Mauri Fleischmann's Offers Customized Solutions to Today's Bakers

AB Mauri Fleischmann's is a relationship-oriented, technology-driven company that supplies the food and baking industries with best-in-class yeast and bakery ingredients. Today's consumers are more aware than ever and AB Mauri Fleischmann's is dedicated to helping bakers address their demand for innovative products. Outlined below are four key issues bakeries face today and the solutions AB Mauri Fleischmann's can provide.

Gluten Reduction

AB Mauri Gluten & Emulsifier Enhancer - ABM 310 is designed to allow for gluten and possibly emulsifier reductions. As gluten costs continue to rise, ABM 310 is a powerful alternative for enhancing grain characteristics in bread and bun production. By using the very latest in enzyme technologies, doughs made with this ingredient also benefit from the following:

- Reduced mix times as the result of lowering amounts of gluten
- Easier development of the dough
- Improved volume and textural qualities in bread products
- Improved finished loaf grain characteristics and crumb resilience
- Reduction in gluten levels, up to 50 percent
- Reduced level of emulsifiers

Natural Mold Inhibition

AB Mauri Nabitor is an all-natural mold inhibition system. As more and more consumers are taking the time to read ingredient labels, they are demanding healthy and more natural ingredients. Bakers who understand this trend can capitalize on the benefits offered through healthy-oriented ingredients, such as AB Mauri Nabitor. This product:

- Allows friendly-labeling, the term "No artificial preservatives" can be used when Nabitor replaces propionates or sorbates
- Provides a powerful, synergistic, natural mold inhibition system vs. traditional, stand alone, "natural mold inhibitors"
- Inhibits a broad spectrum of mold and rope
- Works as a functional replacement for calcium propionate
- Produces a clean flavor profile when used at the recommended levels

Chemical Leavening/Sodium Reduction

AB Mauri Low Sodium Baking Powder contains 50 percent less sodium as compared to traditional, double-acting baking powders and is specifically formulated to reduce sodium without compromising the gassing rate of reaction, baked volume, flavor, or texture. Additionally, this low sodium chemical leavener is designed to:

- Provide a regulated gassing rate of reaction for optimum product performance
- Provide bench tolerance where longer processing times are required
- Increase the amount of calcium by more than 500 percent
- Improve the eating quality by producing light-textured, fine-grained baked products
- Produce excellent grain, texture, volume, and crumb color for top quality cakes

Proper Fortification of Vitamin D in Baked Goods

Vitamin D continues to be a topic of interest in the food industry and AB Mauri Fleischmann's supports the bakery industries efforts to manufacture properly fortified baked products that meet consumer demands for wholesome food products. AB Mauri Fleischmann's offers Vitamin D3 in powder and tablet forms -- in conjunction with its Fleischmann's Yeast products. When added to the dough, the Vitamin D3 powder or tablets will result in predictable fortification levels that meet FDA requirements for "Good Source" labeling. In addition, AB Mauri Fleischmann's can provide customer-specific nutritional blends to meet customer's label goals. The benefits to adding Vitamin D through a powder or tablet form include:

- Provides proper fortification – Baked goods need to meet a tight range of 40IUs to 45IUs, and fortification through powder or tablet helps bakers meet this FDA regulation.
- Allows a "Good Source" claim – Baked goods need to meet a minimum of 40IUs per serving to be considered a good source of Vitamin D. In order to claim a food is a good source of a nutrient, then the food must contain 10 to 19 percent of the Recommended Daily Intake (RDI). The RDI for Vitamin D is 400 IUs, so a food must contain at least 10 percent of the RDI for Vitamin D (or 40IUs) per serving in order to qualify as a good source. Powders or tablets allow bakers to target for the good source claim.
- Allows application-specific fortification – Most bakeries will not want to fortify every product baked in the bakery, and nutritional blends added to formulas through powder or tablet form can be applied based on the desired product attributes and independent of other ingredient requirements. This is preferential to alternative ingredients that might be considered a carrier of Vitamin D.

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