

BAKE THE MOST OF YOUR BRAND

ACROSS THE BOARD, BAKED GOODS AND SNACK FOOD PRODUCTS ARE RISING IN POPULARITY.



ate some form of

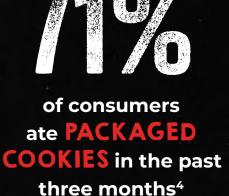
three months¹

AD in the past











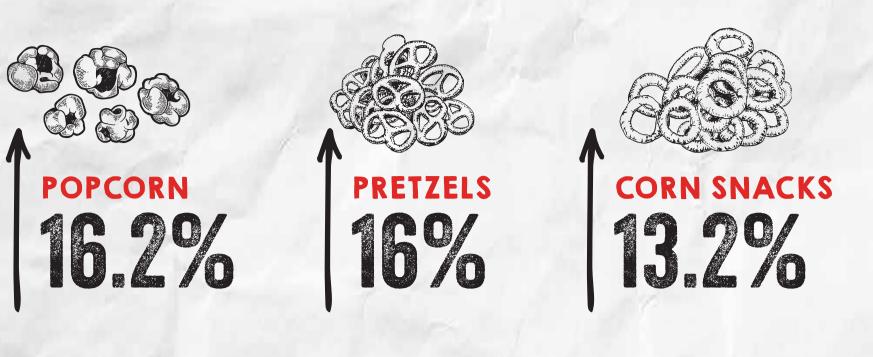
ate **SNACK BARS** in the past three months⁵

NO MATTER THE TYPE, SIZE OR SHAPE, IT'S ESSENTIAL TO KEEP BAKED GOODS AND SNACK PRODUCTS FRESH AND APPEALING.



SNACKS, SALTY AND SWEET

WHICH SNACKS EXPERIENCED **SIGNIFICANT GROWTH IN 2020?**²





CONSUMERS LOVE THEIR SNACKS:

- POPCORN
- PRETZELS
- CRACKERS
- COOKIES **ONUTS**
- GRANOLA BARS



BUT TO REMAIN THEIR FAVORITES, **SNACKS NEED TO FIGHT OXIDATION TO MAINTAIN THEIR FRESHNESS.**

FATS AND OILS **BRING THE COLOR** AND FLAVOR TO SNACK FOODS AND HELP CREATE:

KEMIN SOLUTIONS PROTECT THESE ALL-IMPORTANT FATS AND OILS BY HELPING:

slow oxidation prevent rancidity

CRISPINESS

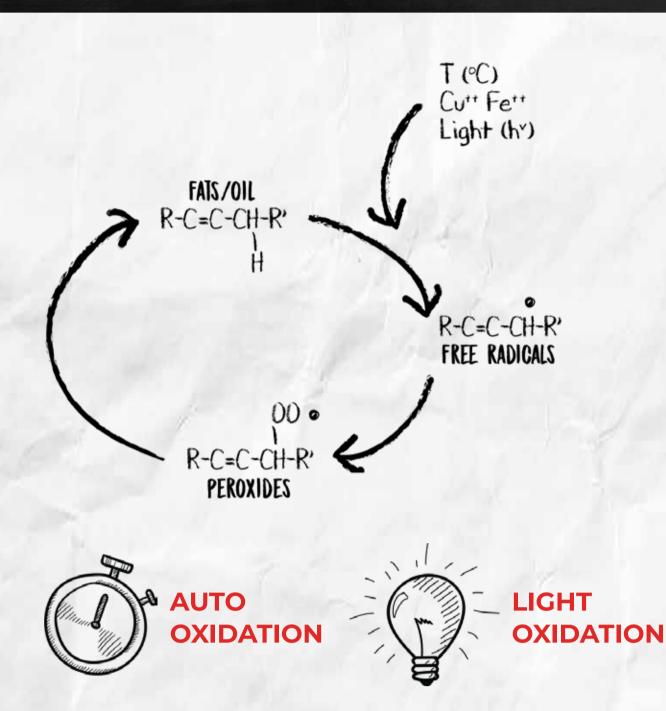
TEXTURE

MOUTHFEEL

...so snack food products look and taste fresh.

WHAT IS OXIDATION?

A chain reaction that occus in the presence of oxygen, **OXIDATION** CAN NEGATIVELY IMPACT THE COLOR, **FLAVOR AND OVERALL QUALITY OF SNACK FOODS.**



OXIDATION IS AFFECTED BY:

DEGREE OF UNSATURATION

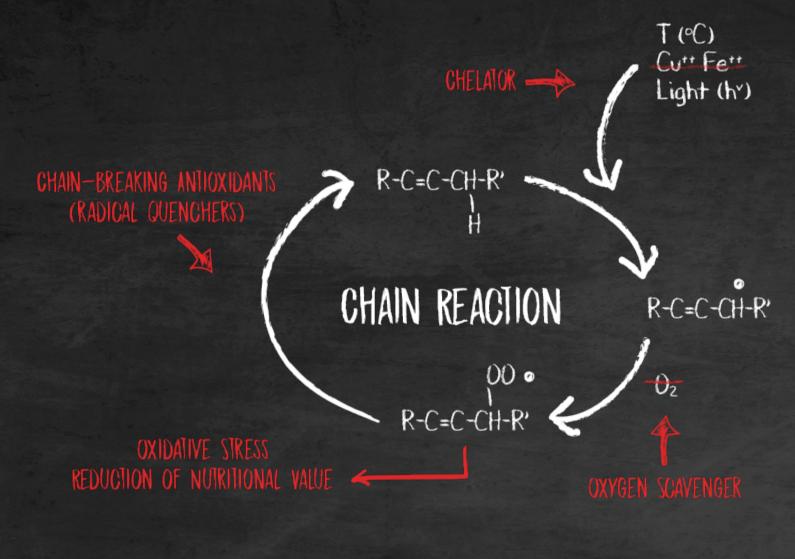
LEVEL OF WATER ACTIVITY



& STORAGE CONDITIONS

HOW **DO KEMIN ANTIOXIDANTS** SAVE THE DAY?

THEY DELAY THE ONSET OF OXIDATION by donating hydrogen atoms to quench free radicals, forming a stable antioxidant radical that slows down the



Our oxidation control solutions include traditional synthetic antioxidants, tocopherols and label-friendly rosemary and rosemary blend solutions.

FORTIUM[®] RVC -**BLEND OF ROSEMARY EXTRACT AND ASCORBIC ACID** label-friendly blend that helps delay lipid oxidation

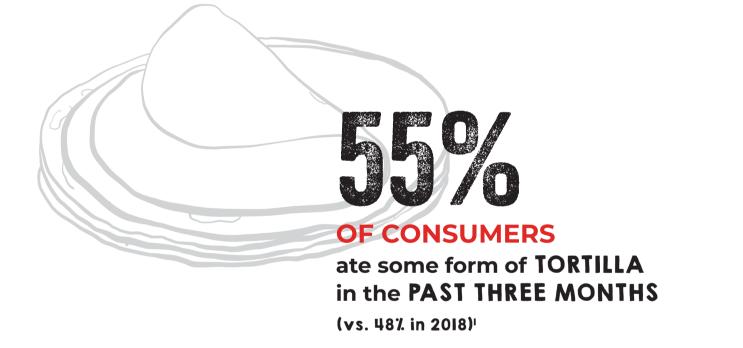


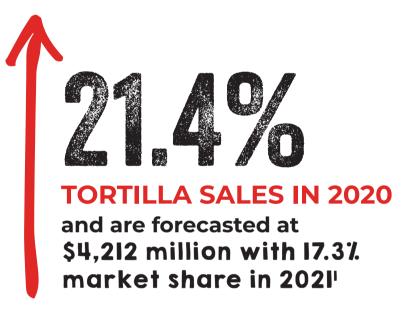
Which breads experienced significant growth in 2021?

PITA/POCKET BREAD 19%



TORTILLAS IN PARTICULAR CONTINUE TO GROW IN POPULARITY:





IT'S VITALLY IMPORTANT THAT TORTILLAS STAY FRESH AND FREE OF MOLD



Hard tortillas and chips must stay crunchy and crispy



Soft flour or corn tortillas must stay soft and pliable

Kemin offers solutions from dough conditioners and softeners to enzyme blends and batch packs, as well as mold inhibitors—to keep tortillas fresh and appealing.

- TILLAZYMETM **ENZYME BLENDS FOR CORN TORTILLAS** Help minimize and delay the staling process
- TILLASOFT™ **DOUGH CONDITIONERS & SOFTENERS FOR FLOUR TORTILLAS** Improve dough softness and extensibility
- SHIELD® LIQUID MOLD-INHIBITORS FOR TORTILLAS OF ALL TYPES Control microbes, preventing spoilage and mold growth





WHY ARE TORTILLAS (AND OTHER FLATBREADS) **SO POPULAR?**

That's easy! They are:

- *e* **FLAVORFUL**
- FUN
- **•** FAMILIAR
- CONVENIENT AND EASY TO USE
- **VERSATILE FOR MEALS OR SNACKS, ANYTIME OF DAY**



DON'T MESS WITH MY TORTILLAS!

There's a strong degree of brand loyalty in the tortilla segment, so it's important for tortillas to maintain brand expectations, as well as shelf life and desired freshness.

WE HELP YOU CHOOSE THE BEST SOLUTION to protect your products while **KEEPING YOUR BRAND TASTING AND PERFORMING EXACTLY THE SAME.**

WHO AND WHAT IS NEXT?



ages 18-34 ate **TORTILLAS/TACO SHELLS** in the last 3 months (vs. 57% of 35-54-year-olds and 50% of 55 and older)



CUISINE EXPLORATION AND TREND-FORWARD **SNACKING**, and are more likely to consume tacos/tortillas, buns, flatbreads and breadsticks.



To continue to capture this market, TREND-FORWARD AND CLEAN LABEL INGREDIENTS will be a key to success.



But, fulfilling consumer demands can make things more complicated.

LOW CARB/HIGH FIBER TORTILLAS may have increased water absorption, creating stickiness, as well as sensory and shelf life issues.

KEMIN KNOWS how various fiber blends and flour types interact with other ingredients within the formulation, to suggest the proper enzyme and emulsifier blend necessary.

GLUTEN-FREE TORTILLAS, BREADS AND SNACKS can have quality and softness challenges.

KEMIN KNOWS how adjusting the reducing agent, mixing time and water content, makes a difference.

CLEAN LABEL SNACKS, BREADS AND TORTILLAS can have issues with shelf life.

KEMIN KNOWS about mold inhibition and oxidation, offering formulation expertise to provide the right plant extract, ferment and/or enzyme to meet the shelf life need.

You need answers to these challenges, and Kemin has the solutions that enhance shelf life, protect popular foods like tortillas and flatbreads, snack bars and crackers, and maintain product integrity.

WITH KEMIN, YOU CAN GET FRESHNESS BAKED RIGHT IN TO YOUR SNACKS, TORTILLAS, FLATBREADS AND MORE.

For more information visit kemin.com/foods or call 800.777.8307



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