MediaRoom

Brand Protection Webinar Showcases Solutions for the Baking and Snack Industry

Presentation addresses how to protect products from oxidation ramifications and maintain integrity of product during reformulation

DES MOINES, Iowa (December 12, 2017) – Kemin Industries recently made available the webinar, “Are Formulation Changes Putting Your Brands at Risk?” for professionals in the baking and snack industry.

The webinar provides valuable insights on how brand loyalty, consumer purchasing trends and consumer perception are related, and how they impact viewers’ existing bakery and snack products. Combining an informative overview along with pertinent detail, the webinar serves as an introduction to the effects oxidation and reformulation can have on existing brand products.

“We are pleased to share this information with the industry and are confident it will help viewers better understand how oxidation and reformulation can affect consumers’ perception of a brand,” said Courtney Schwartz, Senior Marketing Communications Manager for Kemin Food Technologies.

During the webinar, viewers can learn:

- How to define brand loyalty.
- The latest consumer purchasing trends, including clean label and transparency, along with price and convenience.
- How lipid oxidation equals oxidative rancidity, which negatively impacts the sensory qualities of bakery and snack products.
- How functional ingredients like antioxidants and plant extracts work to protect products from oxidation, especially those being reformulated by removal of a functional ingredient to meet clean label, transparency or price demands.

“Kemin has an experienced technical team that uses their extensive know-how to develop solutions to positively affect shelf life,” said Schwartz. “Our team understands the synergies of ingredient behaviors, and knows that ingredient adjustments are a cost-effective method to delay oxidation.”

Visit the newest section of the Kemin website at www.kemin.com/en/north-america/markets/food-technologies/antioxidants to learn more about simple antioxidant solutions and unique blends for higher antioxidant levels with fewer sensory problems. The website shows how Kemin solutions can help solve color and flavor challenges to bring products to market and keep them fresher, longer.

“Are Formulation Changes Putting Your Brands at Risk?” webinar is available free of charge at www.kemin.com/en/north-america/markets/food-technologies/market-segments/bakery-snack.

###

About Kemin Industries
Kemin (www.kemin.com) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.8 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,500 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, Singapore, South Africa and the United States.

Media Contact:
Carrie Livingston, carrie@colinkurtis.com, 815-519-8302

---

https://news.kemin.com/press-releases?item=122445&locale=af_en