

Kemin Food Technologies – EMEA Introduces OLESSENCE™ to Boost Flavour and Preserve Freshness in Dry Bakery Products

Innovative product supports growing consumer demand for fresh food and label-friendly ingredients in Europe, Middle East, and Africa

SAN BONIFACIO, Italy (February 07, 2024) – Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, recently launched OLESSENCE™ B Liquid, an innovative, synergistic, plant-extract blend that boosts flavour while preserving freshness in dry bakery products. The next generation of Kemin's natural solutions for the bakery industry is now available for food producers in the EMEA (Europe, Middle East, and Africa) region.

In pursuit of maintaining high quality and extending the shelf life of bakery products, the combination of specific natural flavours, including olive extract, has emerged as an ideal strategy. These ingredients, naturally containing bioactive compounds, provide a balanced flavour profile and, as a secondary benefit, contribute to the reduction of adverse effects of oxidation, while polyphenols and flavonoids act as radical scavengers, effectively delaying the oxidation process and development of rancidity.¹

Protecting food formulations with natural alternatives that maintain quality, freshness, and flavour is a growing force in dry bakery products. As retailers require longer shelf life, food ingredient manufacturers and food manufacturers are facing challenges and opportunities for maintaining the freshness of these foods.

What started as a trend has become the expectation for the bakery industry, which has been challenged to reconsider the addition of synthetic ingredients and chemical preservatives that have been in use for decades. Integrating natural food ingredients provides an opportunity to extend shelf life, maintain optimal quality of products, and meet consumer demands.

"OLESSENCE B Liquid, which invites consumers to 'savour the crunch, preserve the freshness', represents a significant milestone in our commitment to providing natural and effective solutions for the food industry," said Kelly De Vadder, Marketing Director, Kemin Food Technologies – EMEA. "We are proud to offer a new product line that not only meets the highest quality standards but also aligns with the increasing consumer preference for clean and transparent ingredient lists."

Each component of the blend in OLESSENCE B Liquid brings unique attributes that synergistically contribute to the overall efficacy of the natural-extract solution. Natural flavourings' sources are also well known for their secondary antioxidant properties, effectively delaying the oxidative deterioration of bakery products. Additionally, naturally occurring polyphenols in olive extract can help to stabilize fats and oils by curbing the onset of rancidity.²

OLESSENCE marks a significant advancement in the field of natural solutions in the bakery industry. By harnessing the natural properties of these plant extracts, Kemin has created a product for manufacturers to elevate the quality and extend the shelf life of dry bakery products, catering to the evolving demands of health-conscious consumers. As the industry continues to embrace sustainable and natural solutions, the innovative, plant-extract blend in OLESSENCE B Liquid stands as a testament to the transformative power of nature in preserving the freshness and sensory appeal of baked goods.

[Click here](#) to learn more about Kemin Food Technologies – EMEA's innovation for shelf life.

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About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, crop technologies, textile, biofuel, and animal vaccine industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety, and efficacy of food, feed, and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 3,000 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, Egypt, India, Italy, San Marino, Singapore, South Africa, and the United States.

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REFERENCES:

¹*Kemin internal study TD-23-9377*

²*Kemin internal study TD-23-9378*

<https://news.kemin.com/press-releases?item=122675>