MediaRoom

Kemin Releases New Bakery-and-Snack-Focused Video

“Antioxidants in Action” video helps bakers control oxidation and extend the shelf life of products

DES MOINES, Iowa (August 7, 2019) – 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 released a new bakery-and-snack-themed video, “Antioxidants in Action.”

The animated video showcases the oxidation process of bakery and snack products to explain why products lose color and flavor over time. Kemin experts discuss the antioxidant solutions available to help manufacturers overcome these challenges and ensure products meet go-to-market goals.

“This video is designed to help snack food manufacturers understand the impact of oxidation on their products,” said Courtney Schwartz, Marketing Director, Kemin Food Technologies. “Antioxidants play an important role in formulations, delaying the onset of oxidation and lengthening product shelf life.”

Kemin offers a range of solutions, including value-added plant extracts, antioxidants and mold-inhibiting products to help manufacturers maintain safety and freshness. The “Antioxidants in Action” video highlights several of these ingredient solutions that control oxidation of bakery and snack products, including:

- **GT FORT™** – a line of plant-based solutions for an on-trend, consumer-friendly product
- **NaturFORT™** – the latest line of unique plant extract blends designed for specific protein and packaging needs
- **FORTIUM®** – a line of natural plant extracts that provide superior antioxidant protection without impacting flavor, color and aroma
- **EN-HANCE®** – a versatile combination of synergistic antioxidant blends

“Our technical team understands how ingredients work together. We help bakers determine which ingredients are best suited to delay the onset of lipid oxidation, as well as which are best suited to meet desired marketing claims. Factors like mixing procedures, baking and storage temperatures, water activity and pH can all affect shelf life and, ultimately, consumer appeal. From the simple to the complex, we help bakers solve flavor, color, microbial and profit margin challenges to ensure bakery and snack products remain fresher, longer,” said Schwartz.

In today’s highly competitive marketplace, Kemin helps food processors, manufacturers and formulators reduce costs, control inventory and meet demand – all while providing the visual appeal and flavor consumers demand.

Click here to watch “Antioxidants in Action” and learn more about the Kemin portfolio of antioxidant solutions.

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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 and textile 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 2,800 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, San Marino, Singapore, South Africa and the United States.

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