

## **Kemin Food Technologies - EMEA Introduces SHIELD® V Plus Dry: Baking Innovation for Fresh and Mould-Free Delights**

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

**SAN BONIFACIO, Italy (September 27, 2023)** – 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, has developed a unique, potassium-sorbate alternative for the bakery industry. SHIELD® V Plus Dry, a natural ingredient made through cutting-edge technology, offers an unparalleled solution for inhibiting mould growth and extending the shelf life of bakery products, and is now available for food producers in the EMEA (Europe, Middle East and Africa) region.

Developed by a team of expert food scientists and industry professionals, SHIELD V Plus Dry combines the preservation properties of buffered vinegar with botanical extract as a natural source of sorbic acid, which is also well-known for its anti-mould properties. The result is a powerful food solution that significantly inhibits mould growth in cakes and delays the formation of mould in tortillas and flatbreads, naturally prolonging the freshness and quality of bakery products.<sup>1</sup>

The global cake market size was valued at USD\$42.94 billion in 2019 and is anticipated to grow at a compound annual growth rate (CAGR) of 3.3% from 2020 to 2027.<sup>2</sup> The high popularity of celebrating various types of special occasions and successes through cake cutting is expected to remain a key driving force over the next few years. Moreover, the rising demand among Millennial and Generation Z consumers for cake as dessert following a meal when dining out and at weekend parties across the globe is projected to grow the industry.<sup>2</sup>

Unlike traditional preservation methods that rely on synthetic additives, SHIELD V Plus Dry is a consumer-friendly option that boasts a balanced flavour profile and heat stability. It allows manufacturers to meet the demands of health-conscious consumers<sup>3</sup> without compromising on taste or sensory attributes.

One of the key features of SHIELD V Plus Dry is its versatility. While specifically formulated for bakery products, this innovative solution can also be applied as a natural alternative to potassium sorbate in emulsions, sauces, dressings and other highly aqueous foods. Its naturally occurring active molecules—such as acetic acid and sorbic acid—work in synergy to slow down the development of moulds, ensuring product freshness over an extended period.<sup>4</sup>

"We are thrilled to introduce SHIELD V Plus Dry to the bakery industry," said Caroline Ecoffard, Product Platform Manager, Kemin Food Technologies – EMEA. "Our product represents an additional step in natural preservation, offering bakery manufacturers a powerful tool to extend the shelf life of their products while meeting consumer demands for clearer labels and superior quality."

SHIELD V Plus Dry is the result of extensive research and development conducted with a strong commitment to sustainability and food safety. The product aligns with the industry's growing emphasis on natural ingredients and environmentally conscious practices.

[Click here](#) to learn more about Kemin Food Technologies – EMEA's food safety solution and innovation in shelf life.

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### **About Kemin Industries**

**Kemin Industries** ([www.kemin.com](http://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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*REFERENCE:*

<sup>1</sup>*Kemin internal study 23-21175*

<sup>2</sup>*Cake Market Size & Share | Industry Report, 2020-2027 | Grandview Research*

<sup>3</sup>*Food Industry Executive - How Consumers View Food Ingredients, published June 2021*

<sup>4</sup>*Kemin internal study 23-6369 & 23-6370*

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