

# Alfa Fresco Max

Sensational Freshness & Softness

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# Crumb stays Soft for 28 days

Lab trials confirmed the superiority of Alfa Fresco Max over other solutions available on the market

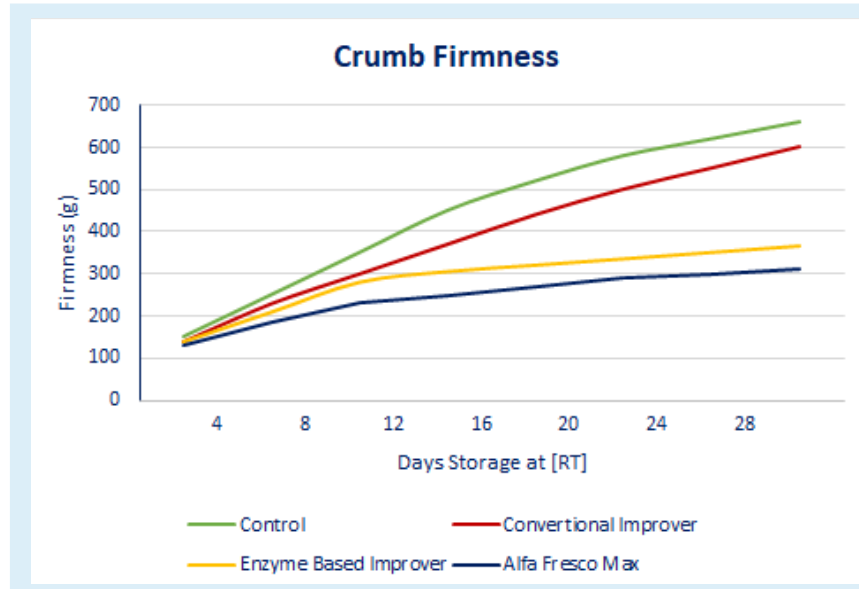


Figure 1. Texture analysis on crumb firmness, Conventional improver 1 kg/100kg flour, Enzyme Based Improver & Alfa Fresco Max 12g/100kg flour

# Unmatched Elasticity for 28 days

Lab tests show that Alfa Fresco Max delivered the highest score in terms of crumb elasticity

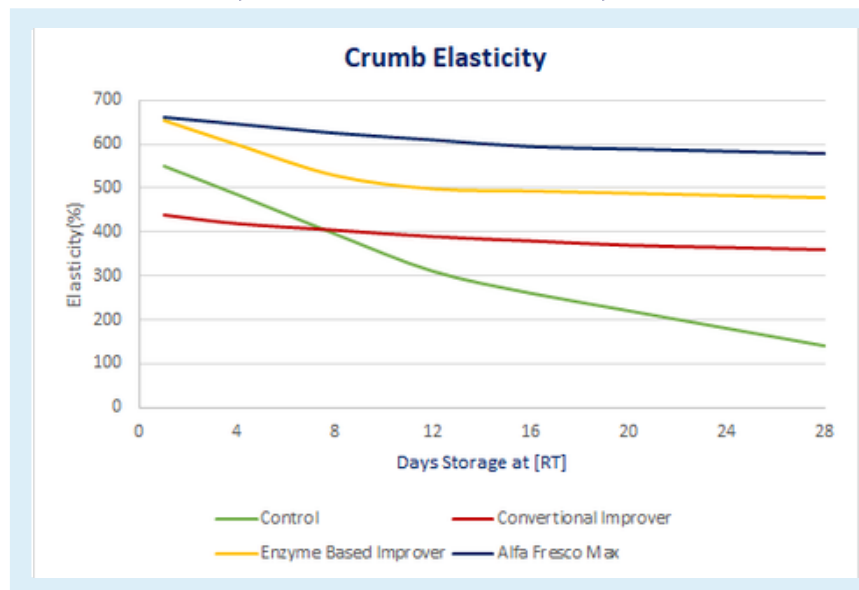
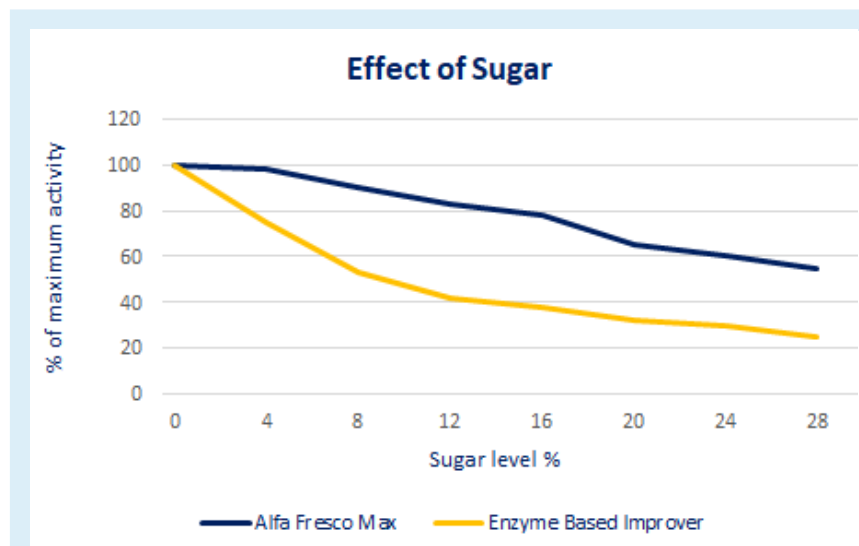


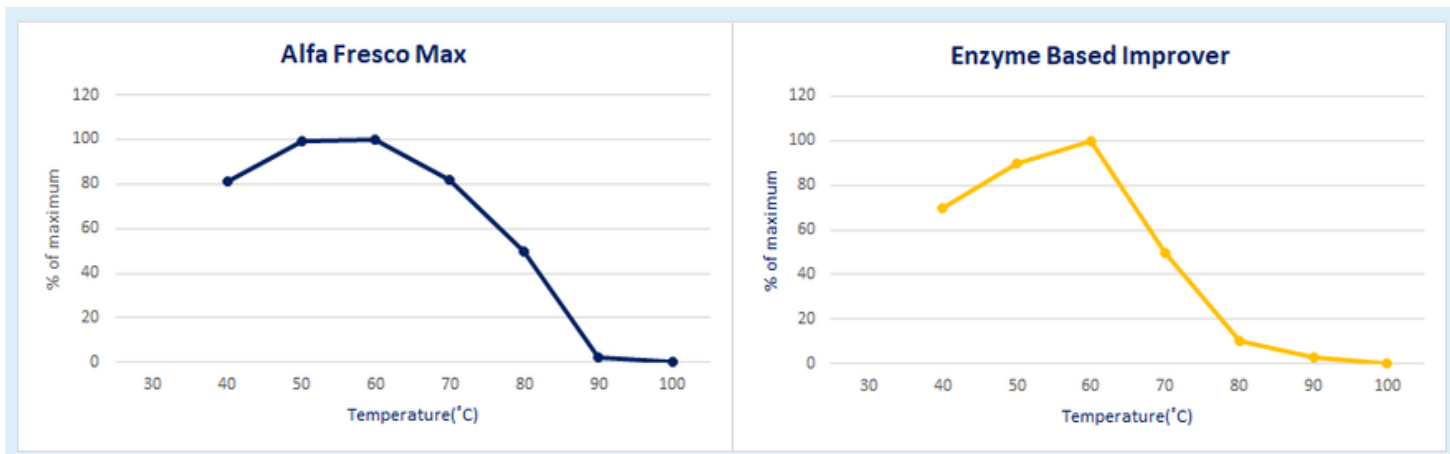
Figure 2. Texture analysis on crumb elasticity, Conventional Improver 1 kg/100kg flour, Enzyme Based Improver & Alfa Fresco Max 12g/100kg flour

# Tolerant to Sucrose

The impact of high percentage levels of sugar in a recipe has a low impact on the activity of the Alfa Fresco Max

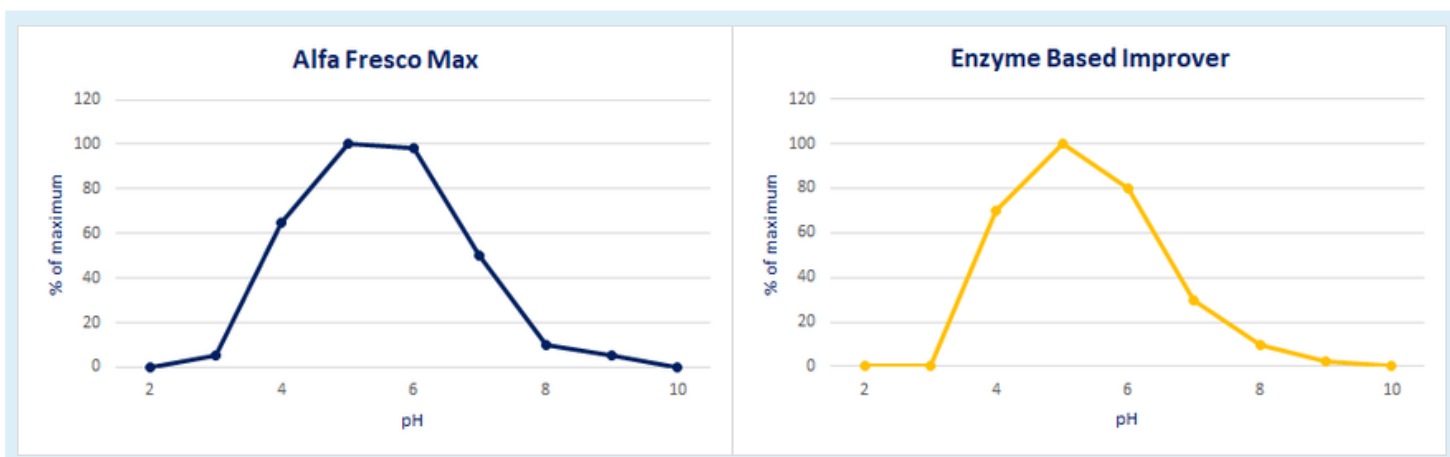


# Active in wide temperature range



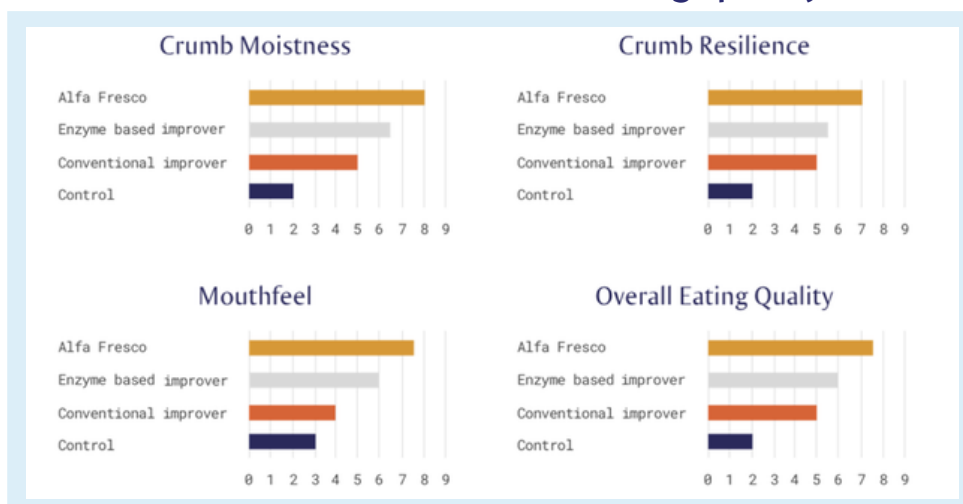
# Active in wide pH range

Alfa Fresco Max exhibits great tolerance to low pH values



# Consumer Appealing

A sensory test in 4-day old bread has shown that Alfa Fresco rated higher compared to a similar product in terms of crumb moistness, resilience, mouthfeel and overall eating quality.



- On a scale of 1-10, with 10 = the best
- Straight dough, white hearth bread
- Alfa Fresco 12g/100kg flour, Conventional improver containing distilled monoglycerides 0.5% and 0.2% SSL on flour Wt., Enzyme based market standard improver

# Alfa Fresco Max helps you to



Differentiate in a sea of similar products



Offer excellent eating experience



Cut cost and to offer 'Cleaner Label' by reducing or even replacing emulsifiers



Reduce food waste



**GRAINAR**

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