



Freshness

For Best Cake Experience

Emultive Freshness is a range of powerful shelf-life improvers in liquid form that keep cakes fresh and protects them against mould. With fine quality, long-lasting freshness and delicious flavour in mind, this range satisfies high consumer expectations.



Freshness

Freshness+



- The product has a freshness enhancer which means that you don't need to reduce liquid content. Emultive Freshness protects cakes from mould without the need to decrease water activity.
- Since Freshness is a strong humectant it is used in the production of various kinds of cakes and muffins in order to enhance durability and create freshness.
- Polyols used in our Freshness noticeably enhances the freshness, lightness and moisture of the final

product due to their humectant properties. Freshness also minimises dryness and cracking of the products.

- The new generation of Emultive Liquid Freshness is a multi-action emulsion, which, in addition to increasing the freshness and durability of your products by several times, no longer requires reducing the water activity to reduce the growth of mould in the product, and guarantees the freshness and durability of your products for a whole year.

FRESHNESS = QUALITY

The quality of a cake is assessed by its sense of freshness. By reducing moisture loss, Emultive Liquid Freshness keeps baked products fresher for longer. The result is remarkable freshness and softness throughout storage.

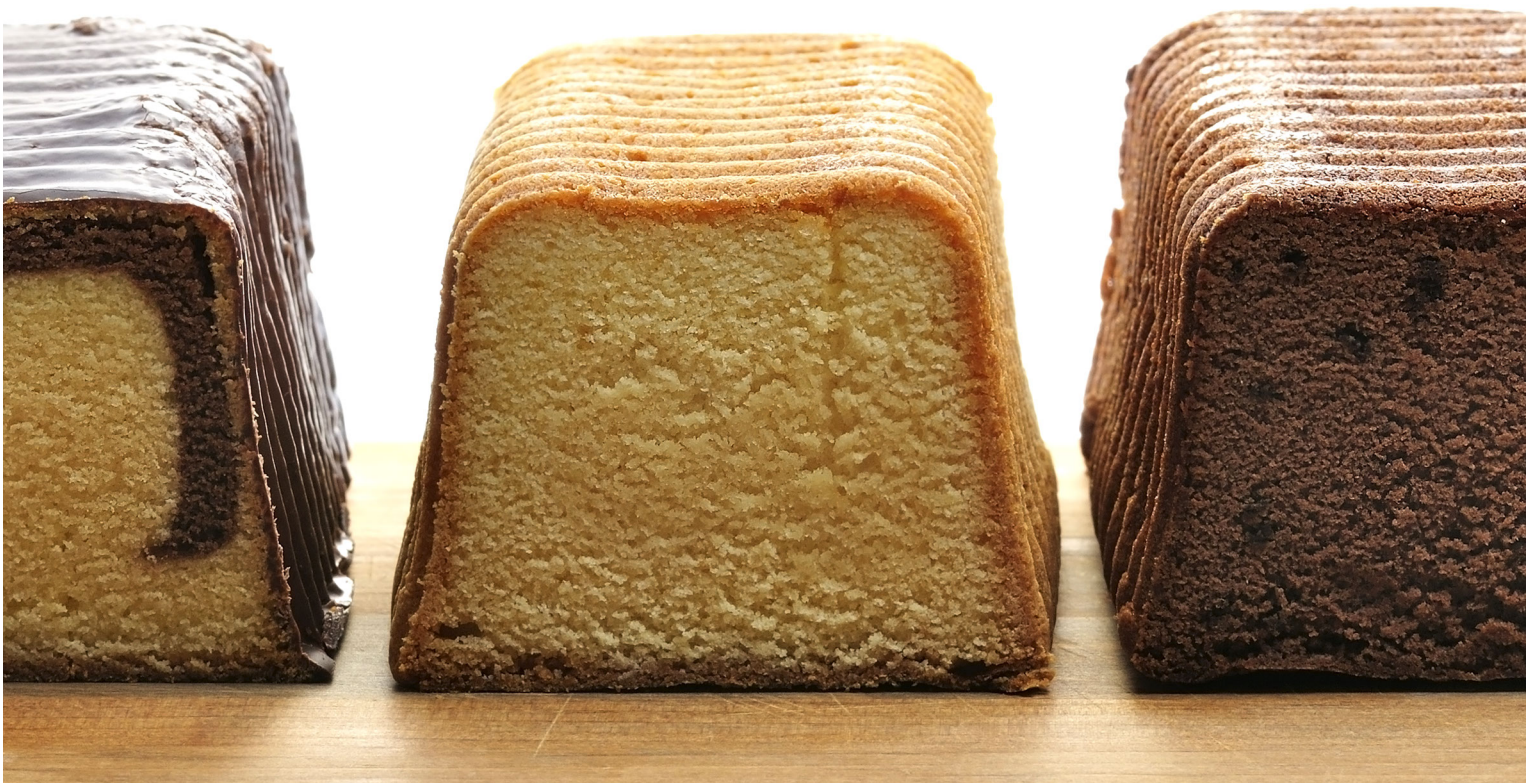
IMPRESSIVE SHELF-LIFE

Emultive Freshness and Freshness Plus are both based on liquid ingredients like glycerol and propylene glycol without preservatives. By dissolving the emulsifiers in a liquid it becomes much more effective than in powder form. This means Freshness & Freshness Plus are much better at inhibiting or reducing the growth of mould compared with competitors.

HOW TO USE

Add any Emultive Freshness product together with other liquids, such as egg, water or oil, directly at the beginning of mixing. Allows for the all-in-one method and makes mixing quick and easy.

A powerful shelf-life and freshness solution that can be used in the following baked type of cakes and many more.



Applications for use



Sponge Cakes

Pound Cakes



Muffins

Swiss Roll





Layer Cakes



Cup Cakes



Bar Cakes



Cookies

Emulvive Freshness For

1. Longer shelf-life

2. Raised consumer satisfaction

Committed to quality

The secret behind beautiful baking is really fine ingredients. As part of our commitment to quality, ingredients are always assessed before being accepted into the recipe. This is how we can ensure reliable shelf-life improvers that always deliver extraordinary freshness to your cakes.

Freshness is one of the most naturally used emulsifiers in the bakery industry. When properly formulated, they form liquid, which has proven to be the most efficient emulsifier solution in cake production.

Technical information

1. Easier to mix

Easier to mix into a batter as opposed to a powdered emulsifier, which may be inactive and not disperse properly.

2. Faster mixing time

Instantly interacts with other ingredients and reduces mixing time by up to 50%. Also saves time by enabling the all-in-one method.

3. Great performance

Secures a fine distribution of ingredients and air bubbles. The most efficient form of freshness enhancer for cake production.

4. Cost effective

Low dosage of 2% – 2.5% gives a low cost-in-use. Fewer rejects and stops on production lines for a more reliable baking process.

Ingredients

Monopropylene glycol (E1520), Water,
Carboxymethylcellulose (E466)

- Packaging in 5 kg, 10 kg and 20 kg
- Manufactured in the UK
- From Vegetable Sources
- Suitable for Vegans and any Religions



Emultive Freshness is 100% manufactured in the UK. HSP Group Ltd. has been issued with a UK health certificate and export licenses to worldwide destinations.

Our Operation and Commercial team are available to assist you with any enquiries via:

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Emultive

British Emulsifier

EXPLORE THE WORLD OF QUALITY BAKING
EMULSIFIERS FOR CAKES, BISCUITS AND BAKERY PRODUCTS

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