

JUELSMINDE, DENMARK, 8<sup>TH</sup> AUGUST 2019

## **Simpler, better-for-you, sustainably produced**

Palsgaard showcases powdered whipping-active cake emulsifiers at IBIE

Palsgaard will highlight the benefits of its powdered whipping-active cake emulsifiers at the International Baking Industry Expo (IBIE).

Many US cake premix manufacturers currently use shortening as a carrier for emulsifiers, while cake gels are a common choice in long-shelf-life cakes. Exhibiting at IBIE, Palsgaard will demonstrate why its range of powdered whipping-active cake emulsifiers are the perfect alternative to both.

In a new report, the company says the needs of US cake consumers are changing. There is demand for a wider variety of cakes, including better-for-you and free-from products, and sustainability is increasingly important.

Powdered whipping-active cake emulsifiers can help bakers meet these needs, as well as offering a range of practical advantages over shortening and cake gels. Their benefits include:

- **Simplicity:** No pre-hydration or pre-emulsification is needed, so the number of production stages can be reduced
- **Better-for-you:** Can facilitate a switch from saturated fats to unsaturated liquid oils
- **More with less:** Higher emulsifier content than typical shortenings or cake gels
- **Speed:** Act rapidly, allowing acceleration of output
- **Versatility:** Can be used in a wide range of products – high or low-fat; aerated or non-aerated.

Palsgaard will be showcasing its two ranges of powdered whipping-active cake emulsifiers at IBIE (8-11 September in Las Vegas), Booth #7389. Emulpals<sup>®</sup> is specially designed for premixes, while Palsgaard<sup>®</sup> SA is optimized for long shelf-life cakes. Both are suitable for all cake types – from layer cakes and Swiss rolls to cupcakes and muffins. Concepts presented at IBIE will include a vegan, gluten-free and lean label brownie made from a premix containing Emulpals 130, and a Matcha, Chai and Taro tea layer cake featuring Palsgaard SA 6600.

As well as being versatile and easy to use, Palsgaard's powdered whipping-active cake emulsifiers help manufacturers respond to concerns about sustainability. They are plant-based, and made in 100% CO<sub>2</sub>-neutral facilities – a claim which, to Palsgaard's knowledge, no other emulsifier manufacturer can make. Where the company uses palm oil ingredients, it relies on RSPO-certified raw materials, enabling it to offer its complete product range as MB- or SG-certified.

Rosa E. Regalado, General Manager at Palsgaard, said: "Powdered whipping-active cake emulsifiers are the smart choice in both premixes and long shelf-life cakes. They offer a range of advantages over shortening and cake gels, including stability, simplicity, and opportunities for better-for-you cakes. Industrial bakers and premix manufacturers who work with Palsgaard get all these advantages, as well as meeting consumer demand for sustainably produced products."

For more information, view Palsgaard's White Paper: 'A Piece of Cake: Sustainably produced emulsifiers that make baking simple': <https://bit.ly/2Zjonwf>

## **About Palsgaard**

Emulsifier specialist Palsgaard helps the global food industry make the most of the ability to mix oil and water.

Thanks to the company's specialized emulsifiers (and emulsifier/stabilizer systems), bakery, confectionery, condiments, dairy, ice cream, margarine and meat producers can improve the quality and extend the shelf-life of their products. Just as importantly, they can produce better-for-you products with improved taste, mouthfeel and texture while using less resources.

Since its founder Einar Viggo Schou invented the modern plant-based food emulsifier in 1917, Palsgaard has offered the industry know-how and innovation. From its six application centers around the world Palsgaard's experienced food technologists help manufacturers optimize existing recipes and develop delicious products with better nutritional profiles.

Palsgaard helps manufacturers meet consumer and regulatory demands for greater responsibility, helping them grow and protect their brands. It is currently the world's only commercial source of fully sustainable, emulsifiers based on RSPO SG-certified palm oil and produced by CO<sub>2</sub>-neutral factories in Denmark, the Netherlands, Mexico, Brazil, China and Malaysia. The company's products are non-GMO, and meet halal and kosher requirements.

In addition to its food emulsifiers, Palsgaard supplies the polymers industry with a series of plant-based polymer additives, which are particularly suited for preventing fogging and dust on plastic packaging.

Palsgaard is owned by the Schou Foundation and has 549 employees across 16 countries. Its turnover in 2018 was 211 million USD (1.4 billion DKK) with products sold to more than 120 countries.

For more information please contact:  
Mette Dal Steffensen, Senior Marketing Specialist, Palsgaard A/S  
[mds@palsgaard.dk](mailto:mds@palsgaard.dk) | +45 2073 4534

or

Steve Harman, Account Director, Ingredient Communications  
[steve@ingredientcommunications.com](mailto:steve@ingredientcommunications.com) | + 44 (0)7538 118079