

SODIUM REDUCTION IN FOOD

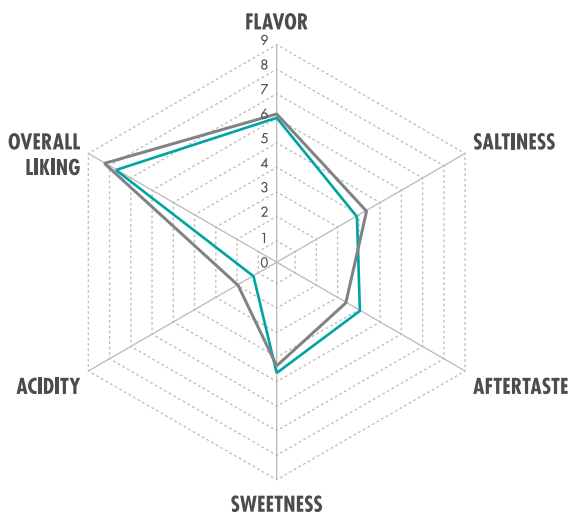
DIRECT REDUCTION OF SODIUM WITH C-SALT™

Choline chloride has been known for decades as an effective, generally recognized as safe (GRAS) salt substitute. However, its characteristic hygroscopicity has ruled it out as a truly viable solution for reduced sodium food product development, until now.

Moisture uptake and clumping are problems of the past with SensoryEffects' C-Salt, a choline chloride-based salt replacer with significantly improved flow characteristics. This new functionality of choline chloride makes it usable in blends of dry bakery ingredients and savory seasonings.



STRONG SENSORY APPEAL



— 1/3 Reduced Sodium with C-Salt
— Full Sodium Control

Key product attributes are not affected by sodium reduction with C-Salt.



FEATURES & BENEFITS

- A novel choline chloride-based salt replacer
- Molecular synergy with sodium chloride, for taste enhancement
- Usable in a broad range of applications
- Improve salt flavor impact in reduced sodium formulations
- 1:1 "Drop-in" replacement for salt
- Reduction of sodium chloride up to 50%
- Thermostable

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ENCAPSULATES
CONTROL • PROTECT • DELIVER

BAKESHURE® COMPLETE

REDUCED SODIUM BAKING POWDER

BakeShure Complete is a healthier choice to traditional baking powders and is suitable for use in all chemically leavened bakery applications including: fresh baked, frozen, refrigerated and freezer-to-oven products. The BakeShure Complete line of products are aluminum free, non-GMO, contain 0g trans fats, and are ideally suited for bakers whose customers demand a clean label.



EASY TO USE

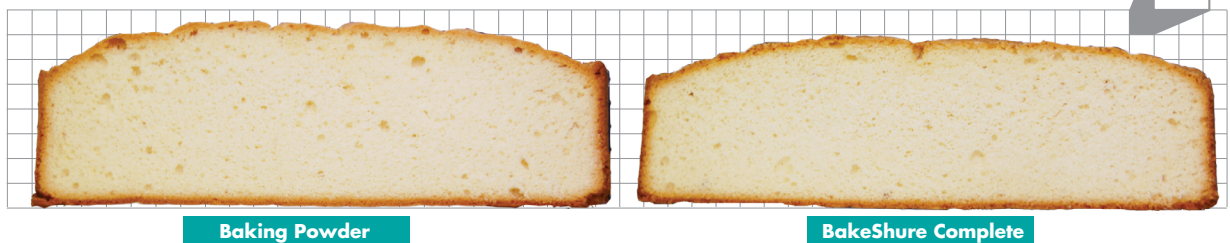
- 1:1 Replacement for baking powder
- “Drop-in’ to new and existing formulations



HEALTHIER FOR BAKING

- Aluminum free
- Non-GMO
- Zero and reduced sodium
- 0g Trans Fat

BakeShure Complete Provides Same Leavening Performance As Baking Powder



BakeShure Complete replaces traditional baking powder without impacting finished product volume or texture.

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