



Ingredion: Your partner for baked goods with a difference.

While baked goods are a staple in most European countries, there are still plenty of opportunities for manufacturers to grow their offering and differentiate their products to attract new consumers.

The global bakery market is currently worth US\$480 billion (2013), of which 36 per cent stems from European consumers.

In Kenya & East Africa, demand for indulgent bread, cakes and cookies is on the rise yet consumers expect more from their purchases.

Whether they're looking for gluten-free varieties, additive-free products or indulgent textures, manufacturers must deliver these characteristics to stand out on packed shelves, as well as in the foodservice channel.

With a broad specialist ingredient portfolio and extensive market insights, the Ingredion group of companies' team of experts can help you to create baked goods with real added value to deliver products that meet consumer expectations.

Affordable luxury

Consumers want it all from their bakery products. They are looking for indulgent treats with extended shelf life, all at a reasonable price. It can be difficult for manufacturers to meet these sometimes conflicting demands.

Through our texture solutions, we can help you to optimize eating experiences and achieve premium textures that will attract consumers.

Moreover, our texturizers and co-texturizers allow you to partially replace costly ingredients, such as bakery fat and eggs, helping to stabilize overall ingredient costs, pass on savings to consumers and optimize profitability, while still achieving the textures that consumers love.

Ingredion's expert knowledge of texture, and in particular studies into texture in snacks and cakes, have led to in-depth understanding of the texture of baked products, allowing us to deliver the right solution for a wide range of challenges.

In addition, research conducted into freshness in cakes resulted in insights into which textures consumers prefer. Ingredion's clean label and modified starches can help manufacturers to formulate products that meet consumers' expectations of freshness.

Going gluten-free

The gluten-free market is booming. Coeliac disease affects approximately 2.5 million people in Europe alone, and an additional 25% of European consumers choose gluten-free products as part of a healthy diet.

This trend is taking shape in Kenya and in extension the East African region. This large group of consumers demands gluten-free products that are equivalent in taste and texture to gluten-containing foods.

Yet gluten-free goods are often considered to be of poorer eating quality, and nutritional profiles tend to be deficient in protein and fibres, and high in fat and sugars.

Ingredion can help you overcome these challenges.

Summary of solutions we offer to your challenges in bakery, confectionery & pastry.

- Achieving the perfect balance of texture, taste, color/browning, nutrition in cakes, muffins, doughnuts, brownies
- Egg replacement/reduction in formulations while maintaining final desired attributes as with eggs
- Improvement in dough sheeting, spread and batter viscosity
- Moisture equilibrium management in baked goods to achieve the ideal structure and texture in breads, rolls, bagels while featuring the nutritional benefits the consumers are looking for.
- A wide range of ingredients suited for diverse applications in confectionery with high expansion capabilities, excellent dough processability enhanced crunchiness, texture improvement, attributes preferred by the customers.
- Fillings that boil over and bleed into your pies, formulating clear, uniform, quick drying, non-sticky glazes.
- Highly functional gluten free capabilities, developing bakes with a perfect open and coarse crumb grain, with the nutritional benefits often lacking in gluten-free foods.

Using our state of the art Ingredion **Idea Lab in Nairobi**, we work with our clients to prototype, share and roll out ideas that are easily commercialized, optimizing on your idea to commercialization route.

ABOUT INGREDION

Ingredion is a global ingredient solutions company built on a rich legacy of **exceptional performance** and **market-leading innovation**.

Our geographic footprint and diverse organization give us the capability to deliver solutions on a **global scale** and the agility to meet the needs of local markets.

We make it our business to understand industry trends and our customers' challenges. They trust us to anticipate and deliver the consistently **high-quality products** and **innovative solutions** they need.

Each day, we live our Company Values—**Safety, Quality, Integrity, Respect, Excellence and Innovation**—so that we may create enduring, mutual value for our customers, business associates, communities, colleagues and shareholders.

One of the world's leading ingredient solutions companies

- Focused on providing critical ingredients to the food, beverage, industrial, pharmaceutical and personal care industries
- A global network of manufacturing facilities, Ingredion Idea Labs™ innovation centers and sales offices
- Over 11,000 talented and experienced employees
- US\$6.3 billion net sales in 2013
- FORTUNE 500 company
- Headquartered in Westchester, Illinois, USA

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