

New Generation Bakery Products on the Rise

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Health, indulgence, and convenience

"The global market for Bakery Products is projected to exceed US\$570 billion by 2024, driven by the surging popularity of healthy, organic, and all natural baked goods, and rising consumption of bread¹".

Evolving taste palettes, the incorporation of healthy ingredients and innovative new flavors in combination with the ever growing presence of supermarkets, retailers, food convenience stores and service providers present substantial growth opportunities for ingredient suppliers worldwide.

Following global "clean label" and "health" trends, gluten-free alternatives like quinoa, buckwheat, amaranth, or sorghum nowadays replace conventional wheat flour in bakery products. Also, whole grain flour enjoys a comeback for improving blood cholesterol levels and lowering the risk of heart disease, stroke, obesity and type 2 diabetes².

These new generation bakery products come with novel flavor and taste pairings, often with the aim to mask off-notes as they can be found in, for example, pulse flours. Pulse flours are popular wheat flour alternatives since they offer higher protein and fiber content and a lower glycemic index.

In contrast to the health movements, indulgence and convenience are the another big trends in bakery products. "Delicious food to go" and "snacking" are convenient ways to replace meal time occasions and to give comfort in the hectic times of modern life. Individually wrapped bread and baked goods on-the-go, sweet or savory, are paving the way for creative flavor and texture solutions tailor-made for the increasing sophistication in flavor preferences.

With PRODRY® specialty powders Ohly offers dried authentic 'pantry products' as traditionally used at home or in restaurants as liquids. Based on decades of experience in taste ingredient development and manufacturing, PRODRY® products retain the volatile aroma components to turn bakery products into a tantalizing flavor experience.

Convenient to handle during processing, PRODRY® specialty powders ensure consistency in food preparation and offer unique flavor opportunities for dry mixes, in topical applications or bakery products (see next page for recipes). Our specialty powders are available as non GMO IP and an increasing selection is now also available as Non-GMO project verified version (see also Ohly.com).

¹strategyr.com

²org.com

Ohly® flavor powders

Sweeteners



Vinegar powders



Hot pepper sauces



Specialty flavor powders



ProDry® Key Benefits

- Complex flavor profiles ready to use
- Consistent end-product quality
- Convenient handling
- Long shelf life

Ohly Application Examples

HOT 'N FRUITY QUINOA BUCKWHEAT SNACK

PRODRY® NGMOP Cayenne Pepper Sauce Powder is made from aged cayenne pepper hot sauce and converted to a free flowing powder that adds a touch of class to your product. In this snack made with ancient grains, PRODRY® NGMOP Cayenne Pepper Sauce Powder forms a delicious spicy taste contrasting the sweet and fruity base of the snack.



Ingredients	g
Beet syrup	32,1
Quinoa, puffed	20,3
Sesame seeds	16,2
Cranberries	10,1
Buckwheat puffed	10,1
PRODRY® NGMOP Cayenne Pepper Sauce Powder	5,1
Starch	5,1
Salt	1,0
Total	100,0

Preparation: Mix together all dry ingredients. Add beet syrup and mix thoroughly. Form small portions, each about 3-4g. Bake in pre-heated oven at 300°F for 50 minutes. Serve cold.

CHEESE AND SPINACH MUFFIN WITH MUSTARD

PRODRY® NGMOP Salad Mustard Powder is made from fresh salad mustard and converted to a free flowing powder. It yields a wonderful mustard flavor to this mellow, mouthwatering muffin recipe made with spinach and cheddar cheese.



Ingredients	g
Milk	26,8
Flour	22,3
Cheddar cheese, grated	22,3
Baby spinach, chopped	11,2
PRODRY® NGMOP Salad Mustard Powder	7,4
Egg	7,4
Baking powder	2,2
Salt	0,4
Total	100,0

Preparation: Add milk and egg and beat lightly. Add flour, mustard powder, salt and baking powder and mix until a homogenous dough is formed. Stir in cheese and spinach. Spoon dough into muffin forms and bake at 400°F for 20 minutes. Serve warm or cold.

LEMON COCONUT MACAROONS

PRODRY® IP Lemon Powder is a free flowing product, which provides a fresh lemon juice flavor. In these macaroons PRODRY® IP Lemon Powder provides an indulgent combination of sweet and sour taste and can be used instead of liquid lemon juice.



Ingredients	g
Unsweetened coconut	34,4
Sugar	34,4
Water	12,8
Corn syrup	7,3
Egg whites	5,3
PRODRY® IP Lemon Powder	3,9
Cream cheese	1,6
Salt	0,3
Total	100,0

Preparation: Bring water, sugar, corn syrup, lemon powder, and salt to a boil. Pour hot liquid over coconut and mix on low speed until cool. Add egg whites and cream cheese and mix well. Scoop into balls and bake in pre-heated oven at 350°F for 10-15 minutes.

HONEY MOLASSES LOAF

In this rich and flavorful honey molasses loaf PRODRY® NGMOP Honey Powder provides a wonderful honey flavor that combines well with the typical dark, full-bodied sweetness of PRODRY® IP Molasses Powder MSD 60. Add spices (e.g. Christmas spice mix) or nuts to for a special winter afternoon treat.



Ingredients	g
Flour	34,6
2 eggs	15,4
Sugar, brown	15,4
PRODRY® NGMOP Honey Powder	11,5
Butter	9,2
Cream, 35% fat	9,2
PRODRY® IP Molasses Powder MSD 60	3,8
Natron	0,9
Total	100,0

Preparation: Cream together eggs, cream, butter and sugar. Add honey and molasses powder and mix well. Add flour and natron and mix until a homogeneous dough is formed. Fill dough into a greased 9x5 inch loaf pan and bake in pre-heated oven at 365°F for 20-25 minutes.

