

## DuPont launches powerbake enzyme series

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DuPont Nutrition & Biosciences (DuPont) has announced the launch of its DuPont™ POWERBake® 6000 and 7000 enzyme series.

The enzymes offer improver houses and bakeries a unique emulsification solution that preserves the taste and quality of white breads and buns while meeting customer demands for increasingly clean labels.

Like many consumer-facing industries, the baking sector faces the challenge of a customer demand for clean label products, all while increasing productivity, flexibility and time to market. The POWERBake® 6000 and 7000 series will help DuPont's customers – improver houses and bakeries in Europe – capture market share in a growing segment by addressing this demand.

The solution is complementary to the broader range of DuPont™ Danisco ingredients for the baking industry, including traditional emulsification technologies.

The new POWERBake® series were specifically formulated to help create an optimized, cleaner label product while maintaining quality. The enzymes show an improvement on volume (by 5 to 15 percent) and initial softness (by 10 to 25 percent), with zero compromise on crumb structure or shock tolerance when compared with traditional emulsification solutions or existing clean label options on the market.

The POWERBake® 6000 series is the new enzyme solution based on DuPont's new lipase, specifically developed for its unique role in emulsification and, in particular, its benefits for crumb structure and dough strengthening. It enables the replacement of mono- and diglycerides while maintaining product quality.

Meanwhile, the POWERBake® 7000 series is the new DuPont oxidative module developed to ensure the best possible performance in white bread and buns. Used in combination with the POWERBake® 6000 series, it enables the replacement of mono and diglycerides + SSL or DATEM.

Maria Brandt, Regional Industry Leader for Europe, Food Enzymes for DuPont Nutrition & Biosciences said, "Consumers are looking for bakery products with friendlier labels, driven by their increasing concerns about sustainable eating and heightened concerns of potential negative health effects. With our new POWERBake® series, we can provide improver houses and bakeries with the ability to meet these needs while maintaining quality in their sliced breads and buns. No other solution on the market offers such an effective ability to tackle the widespread demand for cleaner labels in bread."

Allyson Fish, Global Business Leader of Food Enzymes for DuPont Nutrition & Biosciences said, "DuPont has been a forefront innovator in emulsification technologies for the bread industry for decades. Tapping into deep ingredient knowledge, full formula understanding and production experience across all types of baked goods, we enable the bread industry to formulate throughout the clean label spectrum to answer customer demands. This new POWERBake® solution for Europe allows our customers access to an effective alternative to traditional strengthening solutions."