

News Release



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New Bakery Cost-Reduction Solution from National Starch Saves Money by Reducing Fat

Anaheim, March 12 – National Starch Food Innovation announced today at Supply Expo the introduction of a new product for the North American market to reduce the cost of indulgent baked goods by reducing the fat content by as much as 60%. Based on National Starch’s unique specialty flour, **HOME-CRAFT® Create 765** allows for the formulation of reduced-fat dessert mixes, cakes, pastries and cookies with texture and sensory properties that closely match a full-fat standard.

In addition, **HOME-CRAFT Create 765** can bring processing benefits by reducing the fat fraction in the raw materials to improve transport and mixing. **HOME-CRAFT Create 765** carries a wheat flour label declaration, so producers do not have to change their ingredients list.

“The cost savings for producers can be significant,” states Bob Allin, marketing director, North America. “**HOME-CRAFT Create 765** could save \$.08 on a unit of dry mix. If a company produces 1 million units, the savings could add up to \$80,000.” The company also has data on fat and cost reduction for ready-to-eat products.

The National Starch Food Innovation bakery applications team has done extensive research on different fat ingredients and the implication on cost reduction. Their data are demonstrated in the table below:

Ingredient	\$/lb	Control		25% Reduced Fat	
		lb	\$	lb	\$
Sugars	0.46	44.68	20.55	47.17	21.70
Wheat Flour	0.16	32.13	5.14	33.92	5.43
Cocoa Powder	1.30	10.36	13.47	10.94	14.22
Shortening powder	1.60	10.24	16.39	2.95	4.72
HOME CRAFT™ Create 765	1.00	0.00	-	2.29	2.29
Minor ingredients*	0.55	2.59	1.43	2.73	1.51
Total		100.0	\$ 56.98	100.0	\$ 49.87
\$/18 oz box			\$ 0.64		\$ 0.56
Savings per 18 oz box					.08
* salt, baking powder, corn syrup solids					

In addition to costs savings, HOME CRAFT Create 765 can help manufacturers improve the nutritional profile of their products by reducing total calories, calories from fat and grams of fat per serving. In a sample brownie formulation, a 25% reduction in fat (from 8 g to 6 g) led to a 20 calorie decrease in total calories and calories from fat in a 28 g serving. The company’s bakery applications team can assist formulators in calculating the calorie and fat reductions to help determine if their products qualify for a reduced calorie or reduced fat claim.

National Starch maintains that the fat reductions with its new approach do not negatively impact texture. “Since texture is a critical component in the success of an indulgent baked good, our team has addressed concerns about the affects of fat reduction on taste and texture,” says Allin. “We’ve done extensive sensory evaluation of the many properties that go into good eating qualities of indulgent baked goods, like brownies.

“We’ve plotted all these characteristics and compared a traditional full fat dry mix brownie with our 25% and 60% fat reduction samples, matching properties such as fatty/greasy mouthcoat, chewiness and hardness — first bite, plus the other seven properties that define desirable texture in baked goods. The bottom line: dry mix manufacturers can reduce fat by 25% or 60% and still deliver to their customers the indulgence, chewiness and satisfaction they expect when they bite into an indulgent baked good.”

For more information about fat reduction solutions based on HOMERCRAFT Create 765 from National Starch Food Innovation, contact National Starch Information Center, 181 Herrod Blvd, Dayton, NJ 08810. Call 866-961-NATL (6285). Fax 609-655-4402. E-mail: nstarch@essentialms.com. Information is also available at www.foodinnovation.com.

National Starch Food Innovation is a leading global supplier of nature-based functional and nutritional ingredient solutions to the food and beverage industries. The company has a strong focus on delivering innovation to meet market and consumer trends in wholesome and natural, texture, nutrition, wellness, vitality and targeted delivery solutions. This vision combined with an extensive, award-winning product range, market knowledge and technical expertise makes National Starch Food Innovation a partner of choice for the next generation of food producers. For more information, visit www.foodinnovation.com.

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Caption: Fat-reduced, cost-reduced brownies made with HOMECRAFT Create 765 specialty flour have the same appearance, taste and texture of full-fat brownies.
(High resolution images are available from Marc Green, 1-908-685-5228, marc.green@nstarch.com)