

MASBLEN® 1101

Making a Difference in Ice Cream Formulation



Optimized emulsifier and Hydrocolloid ice cream blend



Superior melt resistance along with improved sensory experience

- Easy to use blend that provides emulsification, stabilization and texturization for ice cream with variety of fat levels.
- Excellent Heat shock protection, maintaining quality of ice cream by controlling crystal formation.
- Superior melt resistance to keep ice cream in shape in case of fluctuation in cold chain.
- Improved mouthfeel and creamy ice cream texture.
- Non GMO, Kosher, Halal certified enables quick product registration.



The drive to premiumization is supported by brands looking for value growth with development of **ultra-premium** ice creams featuring **decadent** flavours and **quality** ingredients - especially as consumers are **willing to pay more** for such products.

In addition **“Smooth”** was the most common texture description on all new ice cream launches.

MASBLEN® 1101 emulsifier and hydrocolloid blend help you in formulating such ice creams.

Easy to use, non-dusting, can be dispersed with sugar and added to milk and other component at the beginning of production.

Typical dosage:

0.45% to 0.6% depending on fat levels in recipe.

Fat Content %	6.0%	8.0%	10.0%	12.0%
Dosage %	0.60	0.55	0.50	0.45

Novel IDEAS Center is Musim Mas’ innovation center with facilities that focus on developing new solutions for using palm oil-based functional blends and specialty fats to address different needs across the food and beverage industry.

Disclaimer:

The information contained herein is to our best knowledge true and accurate, but all recommendations or suggestions are made without guarantee since we can neither anticipate or control the different conditions under which this information and our products are used.

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