

MASEMUL® EF 2001

Cake Softener and Shelflife Enhancer

MASEMUL® EF 2001 is incorporated into cake recipes to improve batter handling and overall cake quality. It significantly improves softness and moisture retention throughout its shelf life. Combined with shortening to enhance creaming of high ratio cakes.



Features of MASEMUL® EF 2001

- Powder form for ease of transportation and storage.
- Used in cakes and cake mixes for improvement in batter strength.
- Ease of use by direct mixing in fat or flour.
- Can improve moisture retention and eating quality.

Formulation Considerations while Using MASEMUL® EF 2001

Typical use level of 1-3% on flour basis.

Advantages of Using MASEMUL® EF 2001

- Eases batter mixing
- Compensates for variations in raw materials (e.g., flour quality).
- Improves batter strength for industrial production of cake making.
- Ease of de-panning cake from mould.
- Increases aeration and volume retention, improving oven spring and increased volume.
- Improves better texture of finished cakes - i.e., finer texture for Brownie, Muffins, Pound and sponge cakes.
- Ensures consistent quality cakes, leading to enhanced throughput.

Outcome and Results

MASEMUL® EF 2001 enhances volume, softness, cell structure, shelf life and eating qualities of cakes and cookies.

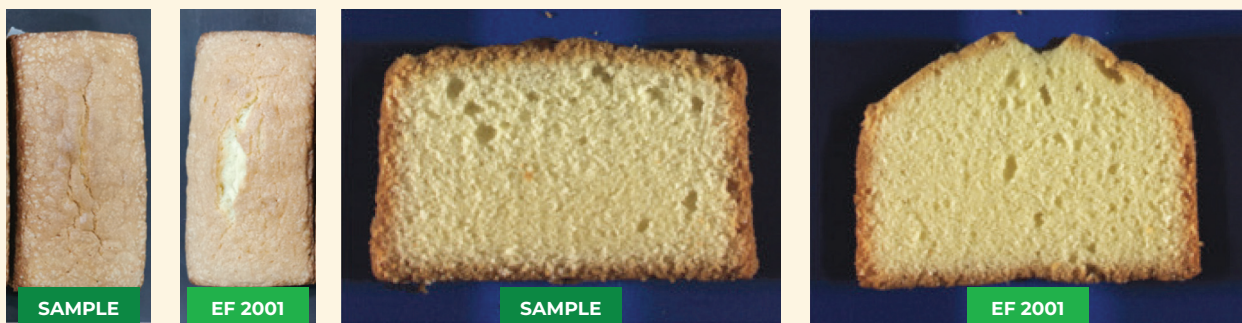
MASEMUL® EF 2001 advantages in batter mixing – whipping fat/margarine, sugar, eggs. The below picture shows batter with and without incorporation of MASEMUL® EF 2001.



MASEMUL® EF 2001 Post baking advantage

Butter pound:

- Better break/crack on top, uniform finishing and better oven spring.
- Improved cell structure and uniformity.
- Enhanced softness and moisture retention during storage.
- Eating parameters were more preferred for cakes with MASEMUL® EF 2001.



Disclaimer:

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