

MASBLEN® 1201

Versatility in Ice Cream Formulation



**Optimized emulsifier and
hydrocolloid ice cream blend**



**Targeted for standard and
premium ice cream recipes**



**Providing smooth body and
texture and overrun stabilisation**

- Well suited for wide variety of ice cream recipes
- Easy to use blend that provides emulsification, stabilization and texturization for ice cream
- Provides dryness on extrusion
- Reduce warehousing of multiple ingredients and streamline manufacture operations
- Non GMO, Kosher, Halal certified enables quick product registration





Ice cream identified as a FMCG category for rapid growth in many countries. Consumer markets are receptive to various types of ice cream formats and positioning.

There is great opportunity for manufacturers to develop variety of ice cream formats and positioning to capture growing market demand.

These range from standard to premium types of ice creams.

MASBLEN® 1201 is versatile use in various premium and standard recipe ice creams.

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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