

The Science of Clean Label

Buttery Pound Cake Muffins

- Reduced butter compared to similar morning treats for cost savings
- Clean Label dairy ingredient provides a uniquely clean profile with complex flavor
- Imparts a creamy and fresh butter profile while building richness and authentic taste



This perfect morning bite-sized snack delivers 100% of the buttery taste but less guilt, thanks to less butter—allowing food manufacturers to deliver the indulgent taste consumers want while reducing formulation costs.

Edlong Flavors used in Buttery Pound Cake Muffins

- Natural Butter Ingredient #1412800 @ 0.50%



Highlights

- Indulgent buttery taste with a Clean Label ingredient
- Heat tolerant butter ingredient tolerates higher baked temperatures for improved processing
- Achieve cost savings while delivering the desired taste profile