

# 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