



TopBake Protein-Kick and TopBake Winter Bread

Baking concepts with added value

Bread and rolls are the A-products of any bakery.

To create additional purchase pull, new products and baking ideas are needed regularly. Why not combine the advantages of bread with the benefits of protein, minerals and vitamins, and perhaps use a health claim?

Today's consumers want to eat healthy, and are looking for products that help them treat themselves well.

Use the good image of protein

The media regularly reports that protein is important for nutrition. Many dieting concepts are based on increasing the amount of protein consumed, since protein produces a longer-lasting satisfied feeling than do foods high in carbohydrates or fat. This makes protein important not just for power athletes, but for nutritionally aware consumers in general. Many foods advertise their protein content, and today's consumers look specifically for foods high in protein.

Create additional value with vitamins and minerals

We have chosen a range of minerals whose functions are familiar from media. Many reports have come out showing that magnesium, calcium and potassium are good for everyone, not just athletes, and vitamin D is gaining steadily in importance, since studies indicate that vitamin D deficiency is widespread in areas and seasons of low sunshine.

Benefits

- Easily dosable premix
- Trending raw materials for health-minded consumers
- Simple to use, to create new purchase motivation
- Minerals and vitamin D dosages calculated for use in bread
- Health claims can be used in advertising

Instead of taking nutritional supplements in capsule form, many consumers prefer to get important nutrients in enriched foods.



Interested in using a health claim?

Since the Health Claim Directive* came into force, only explicitly authorised health claims can be used. In order for health claims to be made for TopBake Protein-Kick rolls and TopBake Winter Bread, they must provide at least 15 % of the recommended daily intake (NRV, nutrient reference value) of the claimed nutrients in a single serving.

Our premixes for TopBake Protein-Kick rolls and TopBake Winter Bread are calculated to permit the use of authorised health claims after accounting for stability and baking losses.

You have the option of using the authorised health claims, or letting the products speak for themselves.

These new baking concepts from DeutscheBack were created with the aid of the vitamin expertise of sister company SternVitamin.

TopBake Protein-Kick

Protein power with Mg, Ca, K and vitamin D

With our TopBake Protein-Kick premix, a 75 g roll has a higher protein content as well as 15 % of the recommended daily allowance (NRV) of magnesium (Mg), calcium (Ca) and potassium (K), and 30 % of the NRV for vitamin D.

TopBake Protein-Kick is a 50 % premix for use with wheat flour. Through the use of wheat bran, wheat germ and linseed, both the protein and the fibre content are substantially higher than that of regular wheat bread.

Sample health claims for TopBake Protein-Kick rolls or Winter Bread ***

- Magnesium, calcium and potassium contribute to normal muscle function
- Magnesium and calcium contribute to normal energy metabolism
- Magnesium contributes to a good electrolyte balance
- Calcium is needed to maintain normal bones
- Vitamin D contributes to normal muscle function
- Vitamin D contributes to normal functioning of the immune system
- Vitamin D contributes to the maintenance of normal bones

TopBake Winter Bread

Vitamin D for dark winters

This is a flexible "on top" solution that lets you make a Winter version of your popular breads and rolls. It is designed to give a 30 g slice of bread 50 % NRV of vitamin D with a dosage of 5 % to the flour. Depending on the desired claim, the dosage can be converted for the "roll" serving size.

Have we made you curious? Then get in touch with us!

Nutritional information for TopBake Protein-Kick rolls per 100 g**

Protein	17.5
Fat	4.5
Carbohydrates	31.5
Fibre	4.1
kcal	239.6

* Directive (EU) No. 1924/2006 on Health Claims.

** Calculated per Souci-Fachmann-Kraut and supplier information. Rolls without garnish.

*** Status January 2017. No guarantee is made of completeness or most recent status. The use of micronutrients, their combination and health claims must be examined by users in their own recipes. Source: ec.europa.eu/nuhclaims (Edition of January 2017).

