

IFT 2017

Synthetic antioxidants as important as natural counterparts for bakeries, says Camlin Fine Sciences

By Douglas Yu [✉](#)

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Camlin Fine Sciences said natural antioxidants are on trend in the bakery market because they represent clean label.

The shelf life extension and aroma ingredients developer told BakeryandSnacks that synthetic ones are still very important, though, as many people need affordable food around the world.

"Shelf life extension products have been used in the food industry for decades," said Jennifer Igou, GM of Camlin Fine Sciences. However, in many cases, these products are a *"pull-through,"* she added.

"[Antioxidants are] not necessarily an ingredient that bakery and snack producers use. They buy them via the fats, oil and shortening companies."

At IFT held in Las Vegas recently, the company showcased its plant-based shelf life extension portfolio, NaSure, which now includes acerola and green tea natural ingredients. The company's synthetic antioxidants, Xtendra, including BHA and TBHQ, are effective even in low concentrations and do not contribute any color, odor or flavor to the food.

Igou added she believes clean label is a *"misleading marketing term,"* and a clearer definition is needed to help consumers better understand what they are buying.

Expanding vanillin portfolio

Camlin also displayed its aroma ingredients range at the tradeshow, including Vanesse pure vanillin and Evanil ethyl vanillin.

The company said both ingredients are manufactured with catechol, guaiacol and vanillin/ethyl vanillin, and offer a rich and full flavor profile.

Igou noted Camlin is in the process of acquiring a majority stake of a Chinese vanillin manufacturer, Wanglong Tech Company, which will establish a vertically-integrated supply chain for traceability from raw material (catechol) to finished product (vanillin).

The acquisition is expected to be completed in August, 2017.

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