



**It's Time ...**



**... to think about  
healthier baking.**





**Visit us at IBIE !**

We would like to take this opportunity to invite you to visit our booth at the upcoming International Baking Industry Exposition (IBIE) in Las Vegas. Our booth number is 5114.

We have prepared a wide array of prototypes and concepts that will both delight your taste buds and inspire your product development creativity.

This year we have focused on one of the key trends in the baking industry: A movement toward healthier baked goods. Healthier can mean many things. We choose to illustrate whole grains, clean label and fortification.

## **Meet our team!**

At our booth you will have the opportunity to meet with members of our Bakery Research and Development Group, Nutritional Research and Development Group, our Quality Assurance Department, our Sales Force and members of our Management Team. We are dedicated to helping you, our customer, achieve your goals.

We have all the ingredients for healthier baking!





## Whole Grain Cupcake

When it comes to food choices the consumer often has a split personality. They want indulgent delicious foods and they want foods that are good for them. You can have your cake and your whole grains too! Our mini cupcakes are simply scrumptious. We have also substituted 18% of the cake flour with Watson's **Perfect Grain™**. Watson's **Perfect Grain™** is ground so fine that even the pickiest eaters will never know it's there. We have also included a Watson custom premix containing Vitamin D and Calcium for bone health and development. *Best yet, three mini cupcakes are under 100 calories!*



## Whole Grain Croissants

Try one of our wholegrain croissants made with our **Perfect Grain™**. They taste as good as regular croissants but have the health benefits of whole grain.

One of the best things about **Perfect Grain™** is that it is a whole grain concentrate that can be used with any flour. This allows for the ultimate flexibility for formulation while ensuring no compromise in product quality. You can continue to use your existing flour with minimal adjustments to your formulations and process.

## Perfect Grain™

**Perfect Grain™** is a wheat germ and wheat bran which has been micronized so fine that it is indiscernible from flour.

Replace 18% of your flour with **Perfect Grain™** and you can make any baked good a whole grain food. **Perfect Grain™** works with any type of flour use including patent flour and all pastry flours.

Applications include bread, rolls, croissants, muffins, cakes, donuts, pizza crusts and pasta as well as breading and batters. Any flour based food can be a whole grain food using **Perfect Grain™**.

**Perfect Grain™** allows your product to make a whole grain claim without affecting texture or consumer appeal. No gritty mouth feel!



## The Whole Grain Solution!

**Perfect Grain™** is a blend of micronized wheat bran and full fat germ. Watson uses specialized equipment to mill **Perfect Grain™**. The resulting particle size is under 5 microns!

**Perfect Grain™** is indiscernible from flour. The result is low water retention and virtually no organoleptic perception of the bran particles, allowing for the production of soft, smooth, fine textured baked goods.

The tongue cannot detect particles under 30 microns. This means that with a particle size of under 5 microns, **Perfect Grain™** is perfectly undetectable!



## Soft n' Mighty™

Soft n' Mighty™ is a combination of natural dough conditioners and crumb softeners formulated for a wide range of baked goods.

Soft n' Mighty™ will supplement, reduce or eliminate chemical dough conditioners including SSL, DATEM, Azodicarbonamide, mono and diglycerides and ethoxylated mono and diglycerides.

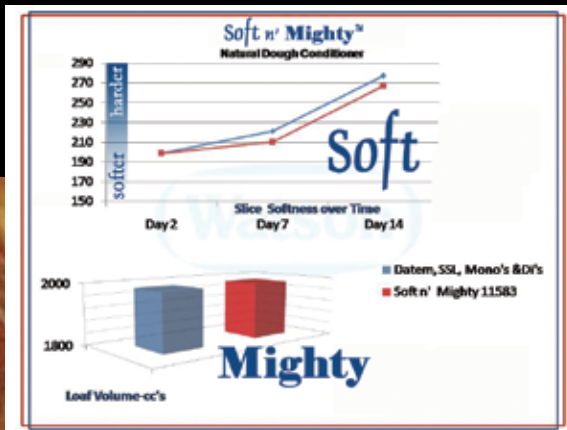
### Simplify Ingredient Statements!

Soft n' Mighty™ can be used to easily convert your existing formulation to "all natural," or as a complete, stand alone "Bakery Proven" natural dough conditioner.

Soft n' Mighty™ is appropriate for commercial and retail bakery operations. Soft n' Mighty™ can be successfully used in white, wheat, whole wheat multi-grain, whole grain, rye or high fiber bakery breads. Soft n' Mighty™ works great in hearth breads, pan breads, buns, rolls and muffins.

#### Soft n' Mighty™ Product Attributes:

- Soft n' Mighty™ cleans up product label by shortening the ingredient list and removing ingredients with chemical sounding names.
- Soft n' Mighty™ is considered natural for bread packaging labeling.
- Soft n' Mighty™ will supplement, reduce or eliminate listed dough conditioners for strength and softness.
- Soft n' Mighty™ allows for easy conversion of existing non-"natural" formulations to "natural."
- Soft n' Mighty™ works in concert with Watson's No Mold™ and StaySoft™ for a superior natural bread.
- Soft n' Mighty™ PLUS contains Soft n' Mighty™ plus StaySoft™ in a convenient single dose Sol-U-Pak™.
- Soft n' Mighty™ can be supplied in Sol-U-Pak™, bulk, bakery base or custom versions.



Simple.



# Let Watson's "Clean Team" Trim Those Label Statements Down to Their Ideal Size!

Watson has assembled the dream team of clean label ingredients ... our "clean team." All the ingredient systems you need to address today's consumer demand for simpler, less complicated ingredient statements because in today's market, less really is more. So ... as they say, "keep it simple." Each member of our clean team comes in several varieties and most come with delivery system options including our Sol-U-Pak™ dough soluble packet which eliminates the need to scale.



## Soft n' Mighty™

A combination of natural dough conditioners and crumb softeners. Soft n' Mighty™ will eliminate SSL, DATEM, Azodicarbonamide, mono and diglycerides and ethoxylated mono and diglycerides.

## No Mold™ - Natural Mold Inhibitor

A natural, free flowing mold inhibitor from fermented whey. It inhibits mold growth in yeast raised products without affecting yeast growth. Long Life Parve™ is based on cultured sugar syrup for Kosher Parve declaration.

## Oven Spring™

All Natural Oven Spring™ 910 and 911 for short or no-time dough systems are all natural bromate replacers for oxidation and conditioning. Improves dough handling and gives final loaf high volume and excellent crumb characteristics. Available in a GMO-FREE form.



## Stay Soft™

Our Stay Soft™ line of softeners is designed for use in breads, rolls, bagels, muffins and sweet goods. Stay Soft™ keeps baked goods softer longer, resulting in improved consumer appeal, reduced stale returns and extended shelf life. In addition, the use of Stay Soft™ allows the baker to reduce the frequency of store deliveries and the number of short production runs.

## Hi Lec™ 50

When used in the production of bread and rolls, lecithin is an excellent "natural" emulsifier used to create a stronger dough. Hi Lec™ 50 is a convenient, easy to use source of lecithin, designed to maximize the desired effects of lecithin while at the same time eliminating the inconvenience and waste associated with scaling-off pure lecithin, saving the baker time and money.

## The Clean Team!

The trend toward simpler ingredient statements and cleaner labels is affecting the entire food industry and giving bakers opportunities. At our IBIE booth you can try a slice of white bread that has only 7 ingredients to label. Our whole wheat bread has only 8 ingredients required to be labeled. That's keeping it simple!



## Vitamin & Mineral Fortification

There has been a strong and growing interest in fortification of baked goods. Watson will be showing two fortified baked goods at our booth.

Our Whole Grain cupcake is fortified with Vitamin D and Calcium, two nutrients that have been shown to be crucial in promoting good bone health. They are of particular importance in products formulated for children.

Our Baked Snack bars contain a Watson Custom Nutrient premix which provides the B vitamins (Thiamine, Pyridoxine, Riboflavin, Niacinamide, Folic and Biotin) as well as Vitamins A and E, Calcium and Iron.

## Custom Nutrient Premixes

Watson's Custom Nutritional Premixes represent precise combinations of micro- and macro-nutrients specifically designed to suit your unique food product. Each nutrient component is pre-scaled and precision blended into a premix. Premixes can be custom packaged to fit your batch size requirements. Every Watson premix ships with a complete Certificate of Analysis. Of all the efforts that a company undertakes, the most important may be quality control. In the food industry, effective quality control is essential. Watson guarantees the quality of its products.





## Coated Sodium Bicarbonate

Watson's Encapsulated Sodium Bicarbonate is designed for use in frozen and refrigerated dough, batters, microwave products and mixes. The encapsulation of sodium bicarbonate delays carbon dioxide release. Sodium bicarbonate is the source of leavening gas (carbon dioxide) for almost all chemically leavened baked products. In rising crust pizza for example, it is imperative that the majority of the sodium bicarbonate be reserved for leavening the crust as it is baked. Without encapsulated sodium bicarbonate, pizza crusts tend to be low in volume with a firmer, more open texture.



## Fumaric Acid 85%

Watson's Encapsulated Fumaric Acid produces tortillas with improved opacity, resilience, size and shelf life. The coating prevents the acid from affecting the proteins in the flour. Normally acids in the dough would cause the dough to be less extensible. When encapsulated fumaric is used, the dough presses more easily, is more extensible and produces a larger tortilla. The encapsulation matrix also protects the fumaric to prevent premature reaction with sodium bicarbonate. If acid were allowed to react with the sodium bicarbonate too early in the process, gases would create large bubbles which then deflate and cause an unappealing texture and peeling.

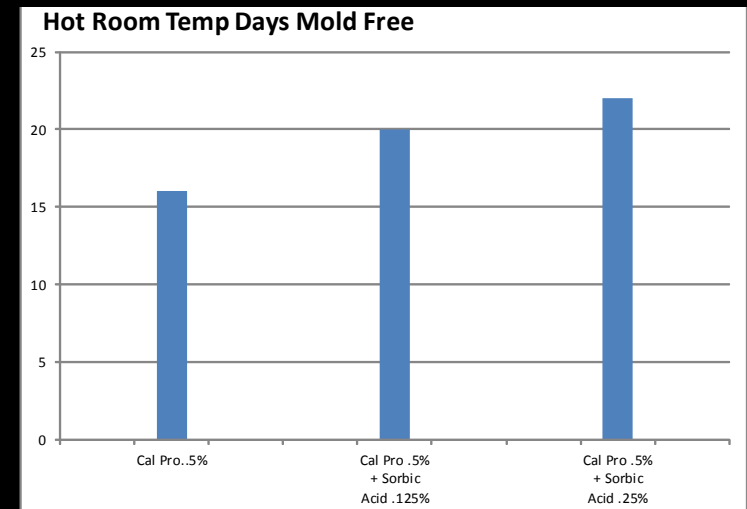
## Coated Sorbic Acid 50%

Coated Sorbic Acid 50% is coated with vegetable oil, which prevents the Sorbic Acid from interfering with yeast activity. The coating is designed to release during the baking process, thus lowering the pH of the product after the yeast kill.

## Get an additional 8 to 15 mold free days!

### Coated Sorbic Acid plus Calcium Propionate provides a 40% increase in extended mold free shelf life.

Under the stressed conditions (Hot Room) the combination of 0.5% Calcium Propionate and 0.25% Sorbic Acid never molded for 25 days, while the 0.5% Calcium Propionate with 0.125% Sorbic Acid molded after 18 days. **Compared to the standard, which is 0.5% Calcium Propionate alone, an additional 8 to 15 days of mold free product was achieved.**



Bases  
Concentrates  
Crumb Softeners  
Dough Conditioners  
Emulsifiers  
Encapsulated Ingredients  
Enrichments  
Enzyme Blends  
Fat Replacers & Shortening Replacers  
Fiber, Dietary  
Flavored / Colored Glitter™ (Flakes)  
Fortification  
Gluten Products  
Leavening Agents  
Mixes  
Mold Inhibitors  
Natural Dough Conditioners  
Shelf-Life Extenders / Anti-Staling  
Sol-U-Pak™ Delivery System  
Sours  
Tableted Production Aids  
Tortilla Bases / Blends & Improvers  
Vitamins / Minerals  
Wholegrains - Perfect Grain™  
Yeast Foods

**IBIE Booth # 5114**

innovation



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