



ikiFreshGuard



**From the study of plants
and botanicals a brilliant
concept has emerged**

**Introducing the core
ingredient**

The quest for a natural solution to help
freshness is over: A botanical extract from the
Rowan berry is the answer: **IkiFreshGuard**,
the most recent innovation formulated by
ikifood and **partners**.



The rowan berry tree



A story over the years

Sorbus Aucuparia L.

(n.) [cent. XV; lat. Scient. sörbus]

“Latin name used in the botanical classification to indicate trees and saplings of the rosaceae pomoidee genus: The Rowan Berry Tree. The tree has orange or scarlet fruits with a 1cm diameter from which an edible essence, much loved by birds, (Aucuparia) can be extracted”.

ikifood® solution for bakery products

ikiFreshGuard



ikiFreshGuard is a natural ingredient which has been extracted from the Rowan berry, with the use of a tapioca starch carrier. It has been meticulously developed to help long shelf life products and is wholly derived from the Rowan berry's natural botanical compounds.



ikiFreshGuard features

- a clean label solution
- allergen free
- an ingredient not an additive
- verified effective on shelf life
- kosher and halal certified
- non – gmo
- label friendly declaration: botanical/plant extract (sorbus aucuparia l.)*

*ask for the leading lawyers written opinion on label declaration



Product description and recommended dosage



Description: Plant extract



Ingredients: Botanical extract (Sorbus Aucuparia L.), tapioca starch



Apparance: Off white to light yellow powder



Odor and flavour: Fruity and slightly acid



Dosage: The recommended dosage is between 0.4 and 0.8 % in most formulations*

**Contact our customer care for advice on the best solutions for your products.*

Applications: where extended shelf life is wanted



Tortillas



Cakes



Biscuits



Cookies



Wraps



Fruit Jams



Filling



Creams



Bars / Muffins



Margarine

Practical information

**Packaging:**

20 kg paper bags with liner
40 bags/pallet 100x120 cm (= 800 kg pallet)

**MOQ:**

1 pallet

**Lead Times:**

1 to 20 MT: 1- 2 weeks Over 20 MT: 6 weeks

**Shelf Life:**

12 months from date of manufacturing

**Storage:**

Ambient and dry (max 25° C)



Cont in use

Example 1: Piadina Recipe

INGREDIENTI	% on total recipe	rm cost €/kg	cost	total
Flour (W180/200)	61,9	0,5	0,3095	0,606153
Water	31,2	0	0	
Extra virgin olive oil	3,6	6	0,216	
Salt	1,3	0,2	0,002653	
Baking powder	1,5	1,2	0,018	
IkiFreshGuard - 5000 ppm	0,50	12	0,06	



Example 2: Pound Cake Recipe

INGREDIENTI	% on total recipe	rm cost €/kg	cost	total
Flour	25,65	0,5	0,12825	2,39135
Butter	21,5	8	1,72	
Sugar	21,5	0,9	0,1935	
Eggs	21,5	1,2	0,258	
Milk	4,3	0,7	0,0301	
Baking powder	0,8	1,2	0,0096	
Salt	0,2	0,2	0,0004	
Starch	4,3	0,5	0,0215	
IkiFreshGuard - 5000 ppm	0,50	12	0,03	





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