



## A difficult problem with a simple solution...

The bakery sector has been looking for a way to reduce its reliance on egg for quite some time now. Inconsistent and often very high pricing, along with availability of the right quality has given the industry a headache. Egg is quite unique in its functionality and replacers often come with compromise, until now...

## Eggsactly what you need...

When developing a replacement for egg it became obvious that all the options available had drawbacks. If cost was not also an issue then declaration was.

It was our goal to develop something that was not only 'clean label' but potentially non-declarable. Yes, we developed a product that can be declared as wheat flour.

ovaprox™ works best as a partial egg replacement so by using it your packaging declaration will not change. This important point means that ovaprox™ can be easily added to recipe formulations as and when required – an added bonus considering the fluctuating egg prices.

Contact your Ulrick & Short representative now or call one of our technologists for further information or a demonstration on +44 (0)1977 62 00 11.



## Why ovaprox™?

- Clean label
- Replaces dried egg and whole egg
- Can be stored in ambient conditions
- Micro stable
- No need to pre-hydrate
- Simple re-formulation
- Improves moisture control
- Improves mouth-feel
- Increases crumb strength
- Enables consistent pricing
- Large potential savings
- Saturated fat reduction
- Wheat declaration

## Application areas

- Cakes
- Muffins
- Premixes
- Concentrates

### What is clean label?

- Free from additives and E-numbers
- A simple and clear, consumer friendly ingredient list
- Simply processed

starches  flours  fibres  proteins