

MOISTURELOK™ POWDER

POWERFUL BREAKTHROUGH IN INGREDIENT TECHNOLOGY

KEY PRODUCT ATTRIBUTES

MoistureLok™ Powder has an unmatched ability to bind more water in baked goods and retain that moisture longer than any other ingredient(s). Consequently, **it reduces ingredient costs, improves product quality and increases shelf life.** MoistureLok™ is a carbohydrate and fiber-based powder. It has a bland, neutral flavor. MoistureLok™ will not affect the taste or appearance of food.

REDUCES INGREDIENT COSTS

MoistureLok™ makes it possible to add more water to a formulation without changing the character of the food. **MoistureLok™ retains and controls the extra water, which lowers ingredient costs by reducing “baking loss” and increasing yields.**

INCREASES SHELF LIFE

Superior moisture control by **MoistureLok™ doubles-to-triples the shelf life of most food.** On some items, four-fold increases have been achieved.

IMPROVES PRODUCT QUALITY

The extra moisture retained by **MoistureLok™ makes food taste fresher and more flavorful.** **MoistureLok™ increases perceived richness** by more thoroughly dispersing the fat in food. **The result is a noticeably better eating experience.**

MAKES BAKED GOODS MICROWAVABLE

By binding moisture so effectively, **MoistureLok™ makes most baked items microwavable.** Whether thawed, reheated or baked in the microwave, the result is a warm, “fresh from the oven” eating experience with no scorching, burning or toughening of the dough.

FREEZE/THAW STABILITY

The superior moisture-binding power of MoistureLok™ Powder prevents the ice crystal formation that dries out frozen food and causes freezer burn.

BOOSTS PROFITS

From improvements in product quality, **MoistureLok™ generates higher repeat purchases, which increase sales.** The longer shelf life derived from using **MoistureLok™ makes it possible to expand into more distant markets, further increasing sales.** These sales gains, combined with lower ingredient costs, higher production yields and reduced stales/spoils means **MoistureLok™ dramatically boosts profits!**

CONSUMER FRIENDLY LABEL

GMO-FREE, GRAS, KOSHER & VEGAN

MoistureLok™ is GMO-free and GRAS (Generally Recognized As Safe). It contains no additives or preservatives. MoistureLok™ is Kosher and Pareve under supervision of the Orthodox Union.

INGREDIENT DECLARATION

MoistureLok™ Powder (dextrose, dextrin, fiber)

MOISTURELOK™ MAKES PROFITS SOAR BY REDUCING INGREDIENT COSTS, BOOSTING YIELDS, EXTENDING SHELF LIFE AND IMPROVING PRODUCT QUALITY

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