THE SECRET FOR MAXIMUM FRESHNESS: A GUIDE FOR KEEPING TORTILLAS FRESH FOR LONGER

Today, tortillas and flatbread are popular foods with diverse regional preferences and cultural significance around the world.

By 2027, flatbread market is expected to reach a value of[1]

$23 bl dollars

6% higher growth

than any other subcategory within baked goods[1]

Packaged tortilla market

The use of food enzymes is a secret to crafting a tortilla that remains irresistibly soft and delightfully fresh throughout its entire shelf life, allowing a performance that ensures customer loyalty and satisfaction.

Consumption per capita growth since 2017

Western Europe

1 kg

13% growth

North America

4.5 kg

15% growth

Factors driving tortilla market growth[2]

Versatility **Escapism** **Convenience**

Bread-to-Fill offers variety to satisfy cravings. Tortilla popularity persists due to easy finger food options and versatility. Culinary heritage experimentation with exotic ingredients and faraway flavors create culinary escapes.

The tortilla challenge

Production process
Improves dough pressability, making it easier to reach the targeted tortilla diameter

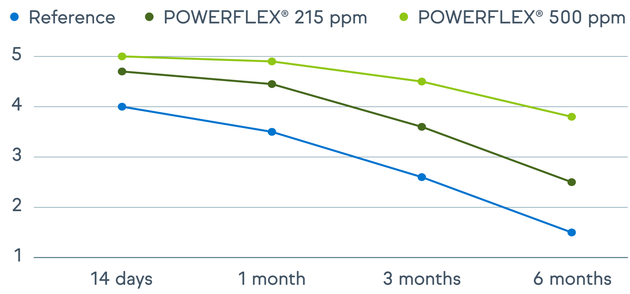
Softness through shelf life
Soft and fresh tortilla throughout its entire shelf life avoiding food waste

Consumer experience
Keeps tortilla flexibility and rollability allowing for a fail proof meal

What's the secret to keep tortillas fresh for longer?

The use of food enzymes is a secret to crafting a tortilla that remains irresistibly soft and delightfully fresh throughout its entire shelf life, allowing a performance that ensures customer loyalty and satisfaction.

Foldability through shelf life

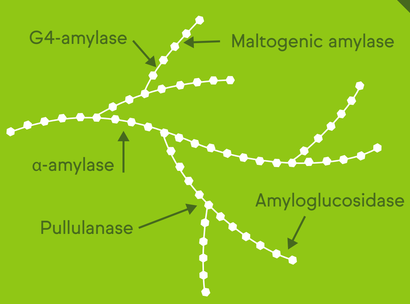


Foldability score: 1 not foldable / 5 complete foldable

G4, the diamond inside POWERFLEX® brand

G4 is an IFF patented anti-staling amylase, the most efficient enzyme solution that maintain softness and moistness perception throughout shelf life compared to other anti-staling enzymes.

POWERFLEX® is based on a powerful G4 amylase, which modifies starch from its non-reducing ends to generate maltotetraose units (G4 glucose oligomers).



[1] Euromonitor, [2] Mintel

Scan for more info on our IFF Bakery solutions