

Soda Lo 20 & 30

Presentation 2010

*Ingredient Solutions
Australia*

&



Eminate

- Provides solutions to Industry led problems
 - Primary focus:
 - Food Industry
- Pharmaceutical Industry

Ingredient Solutions Australia

- Have an exclusive stock holding & distribution agreement with Eminate UK for Soda Lo 20 & 30 in Australia (national) & New Zealand.
- Well established Ingredient supplier, agents for a range of multi-national food ingredient manufactures and a global food ingredient importer based in Western Australia.



The issue

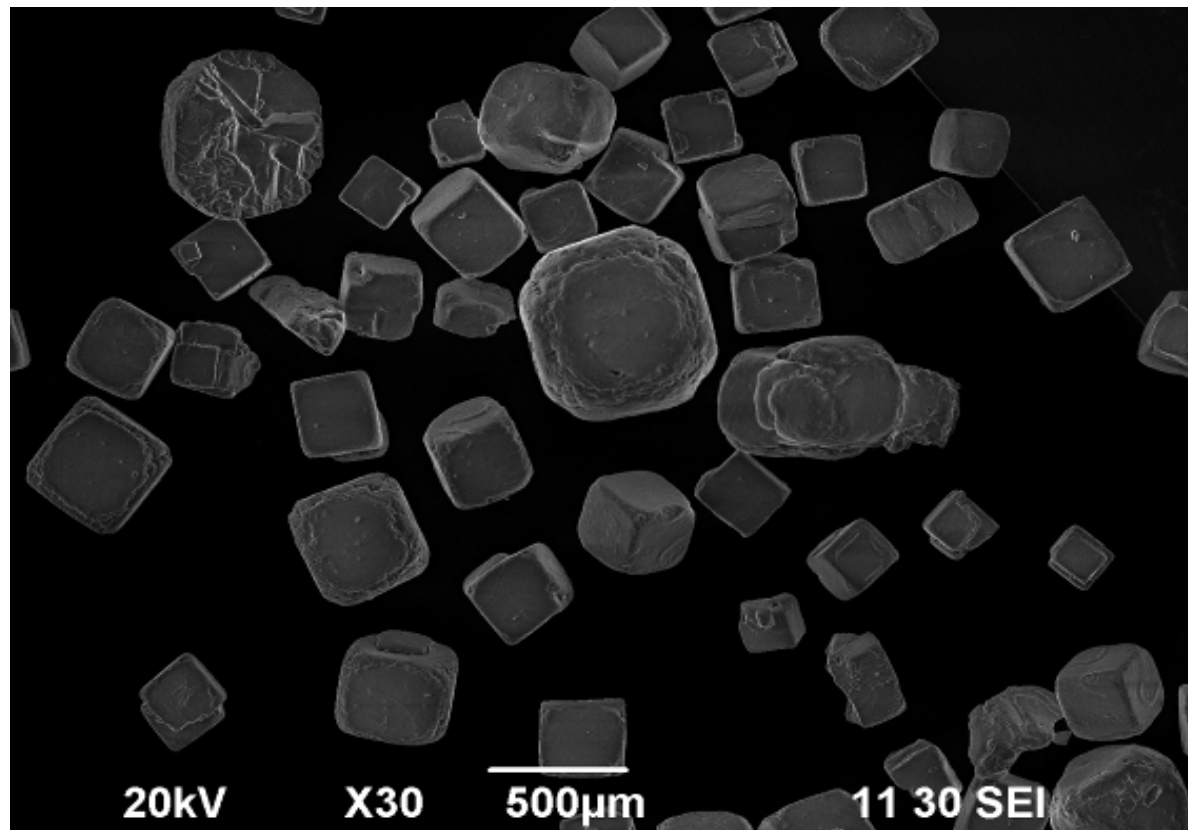
- FSANZ & Government
 - set targets to reduce salt (sodium) in processed food
 - industry responded
 - now finding it difficult to reduce levels set for 2012.

- Eminate's Response
- The development of a new crystalline form of common salt.
- Development of several forms of salt in response to specific needs/application.
- Launch of "Soda Lo"

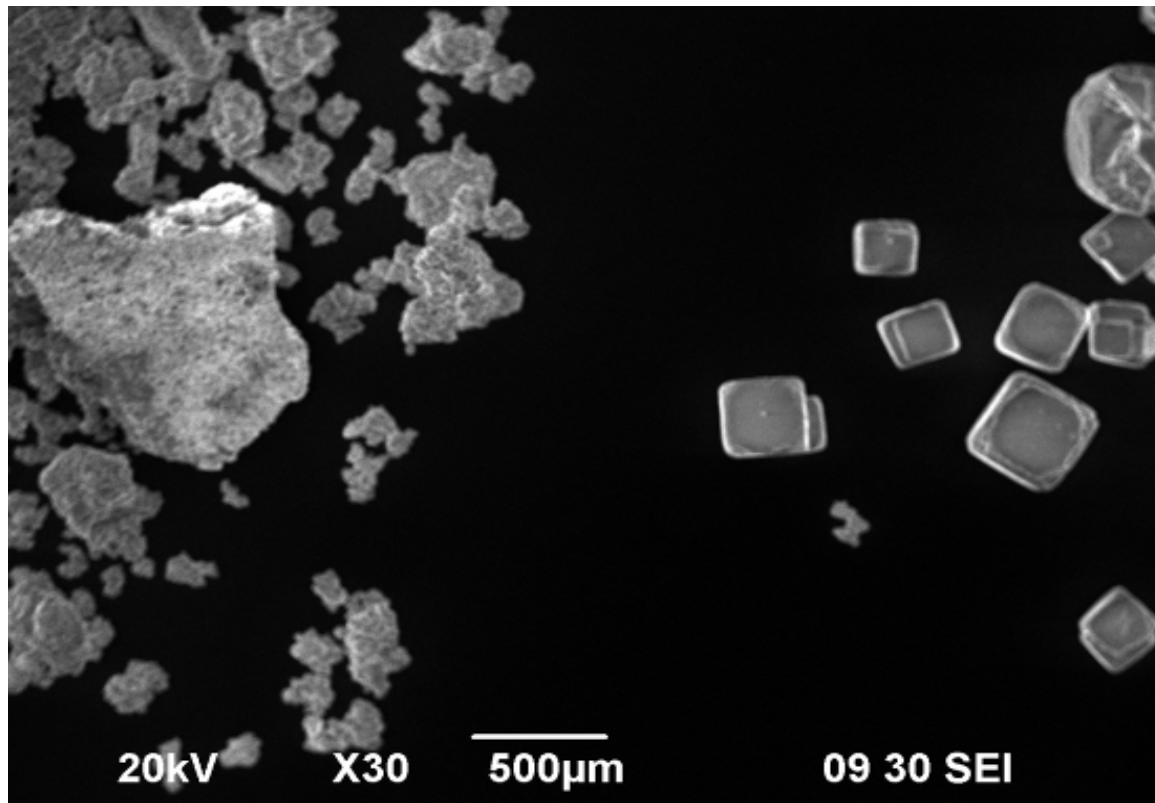
- We are introducing a new technology
– not seen in the food industry before

How is this done?

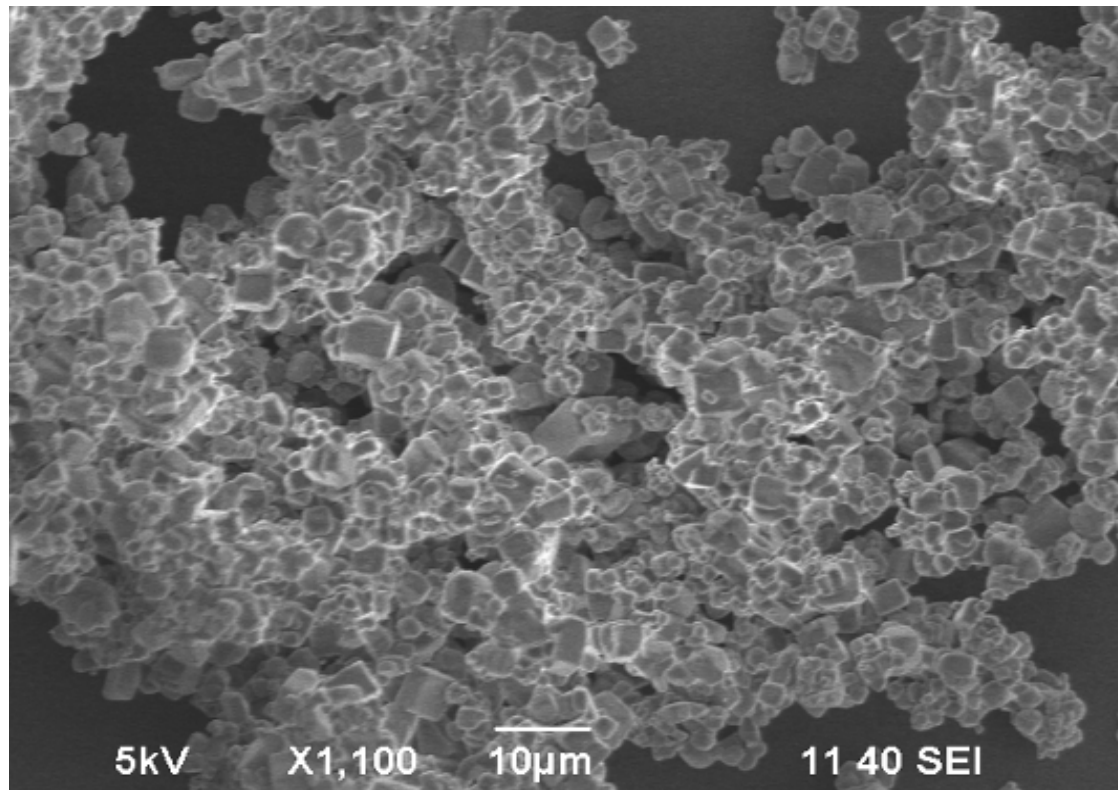
- Table Salt



- Milled salt



- Agglomeration



Eminate's solution

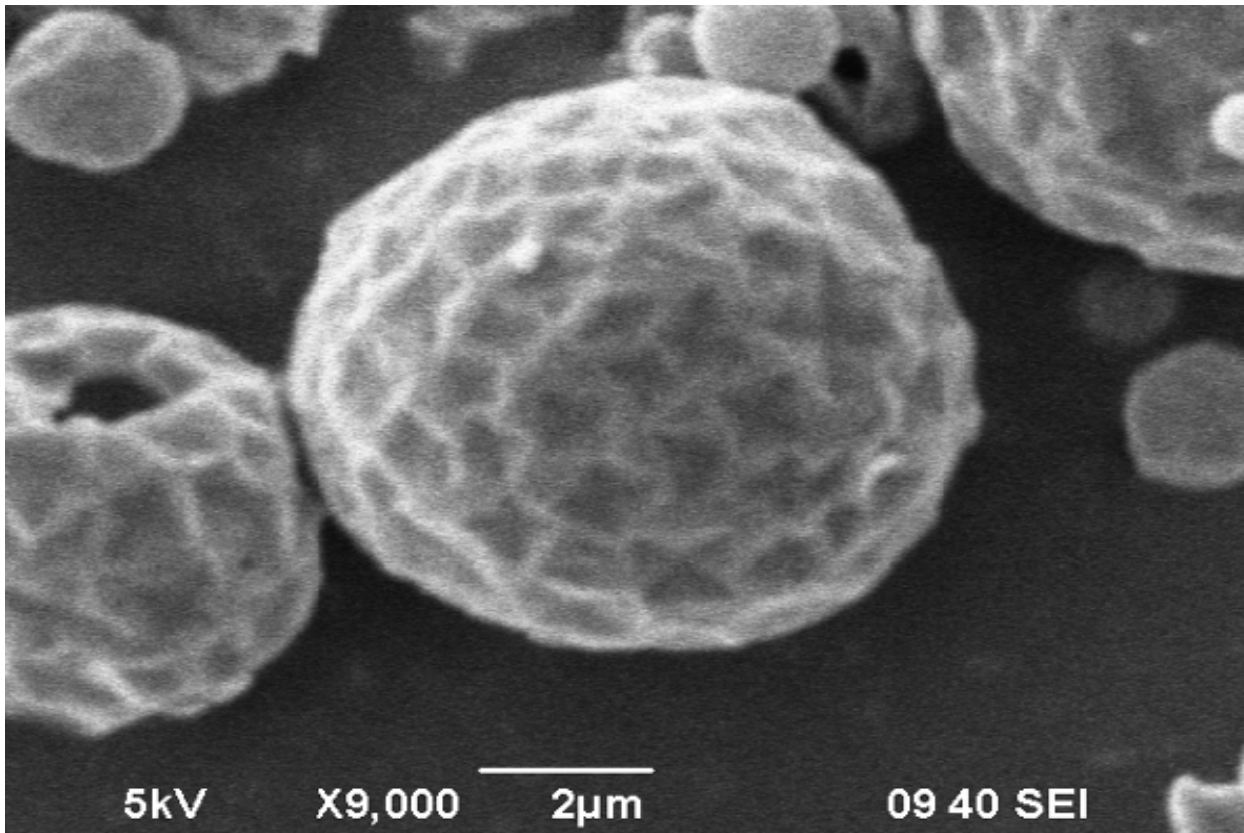
- *Develop a new form of salt combining a number of technologies*
- *“Soda-Lo” properties include:*
 1. *fine powder for >12 months*
 2. *no clumping*
 3. *remains free flowing*
 4. *greater flavour impact than table salt*
 5. *no issues of contaminating tastes*
 6. *based on existing food ingredients*

- Which means that,
“Soda-Lo” offers

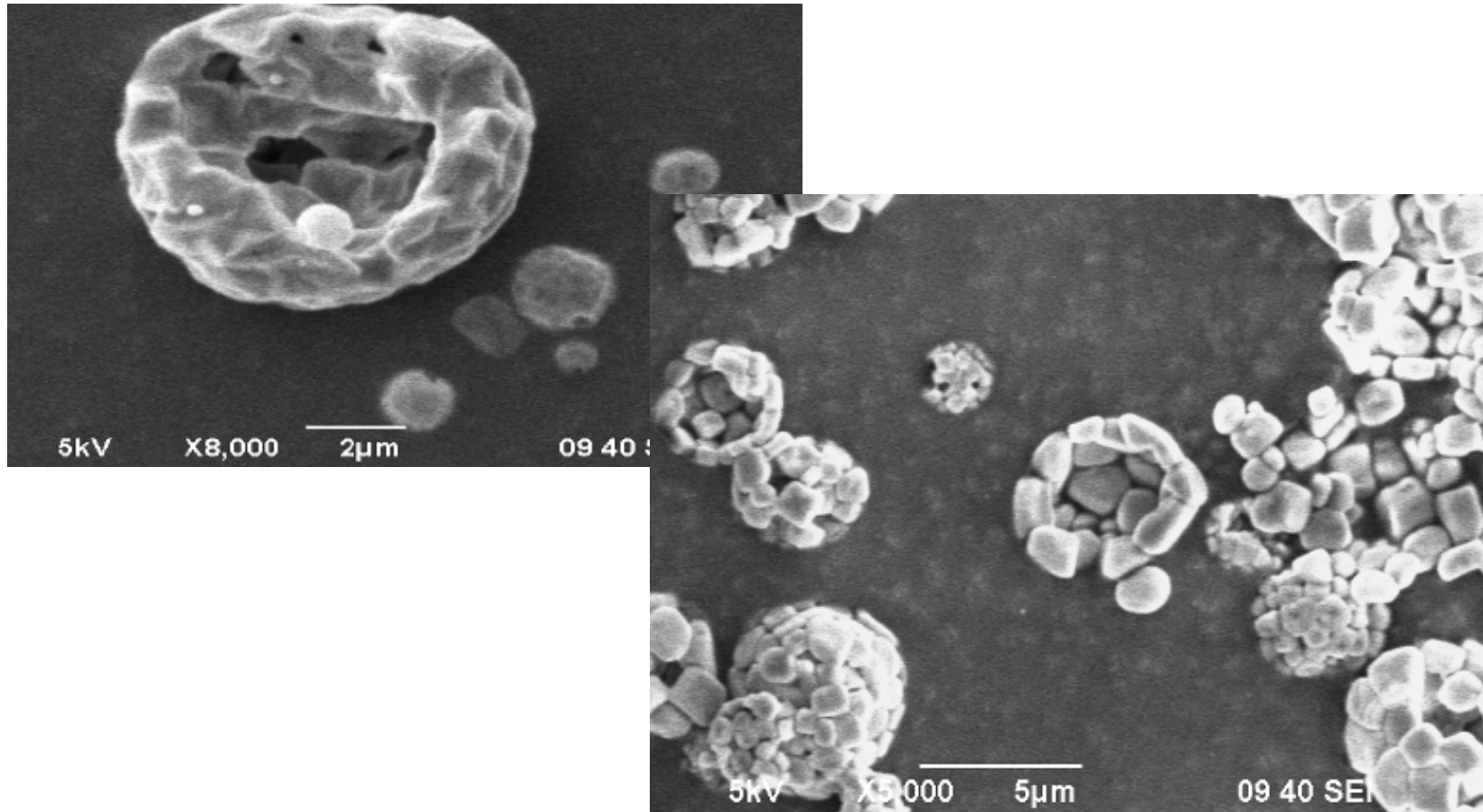
convenient storage over extended periods

- 1. does not deteriorate on storage*
- 2. easily added to existing ingredient mixes*
- 3. use at lower levels than existing salt, allowing company to meet guidelines*
- 4. additional flavours not needed to mask replacers, keeping ingredient list down*
- 5. no additional listed ingredients*

“Soda-Lo”



“Soda-Lo”, Internal structure



Applications

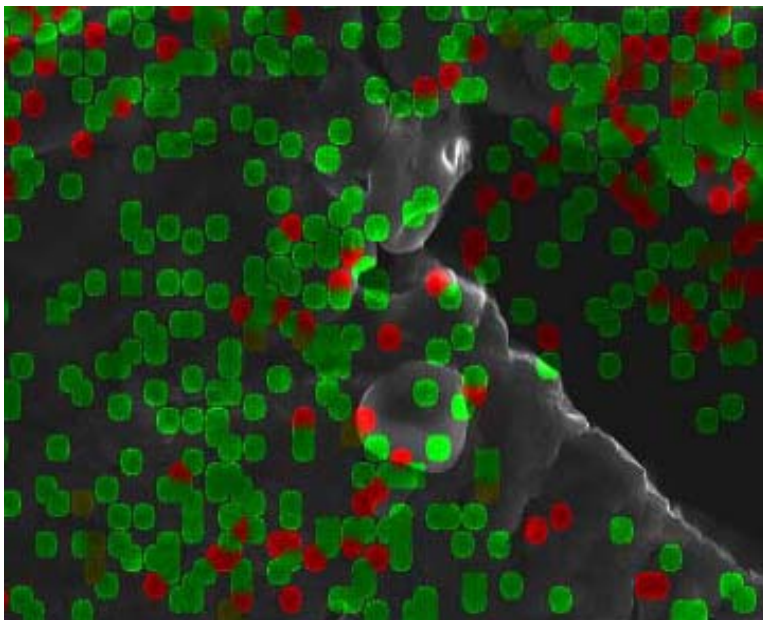
“Soda-Lo” can be used
in:

- ☐ Snacks
- ☐ Bread
- ☐ Seasoning blends
- ☐ Sauces

“Soda-Lo” in bread

1. Salt reduced in standard supermarket bread from 1.8% -> 1% - **no effect**
2. Salt reduced in major industrial bakery model from 1.8% -> 0.9% - **no effect**
3. Salt reduced in university model loaf 0.8% -> 0.5% - **no effect**

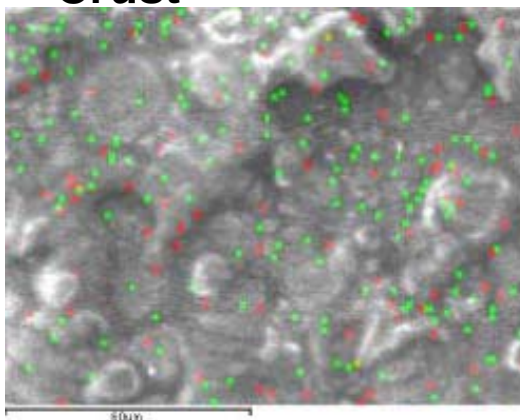
Distribution of Salt and “Soda-Lo” in bread



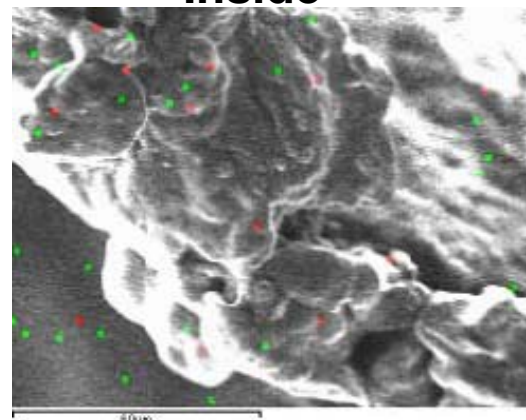
Bread made with
“Soda-Lo”
EDAX images of bread,
Green = Chlorine
Red = Sodium
High magnification

Distribution of sodium and chloride

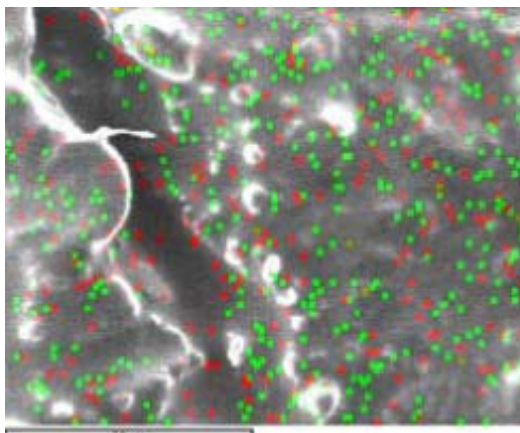
Crust



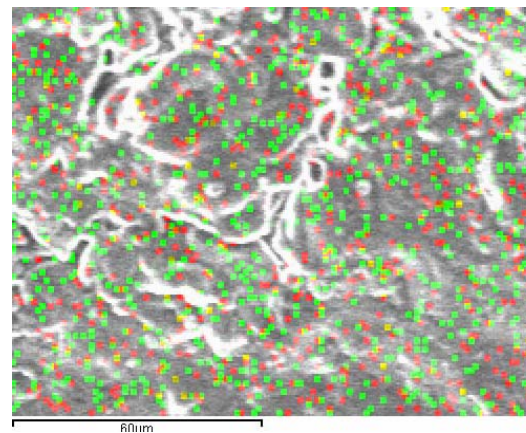
Inside



Salt



Soda-Lo 20



Product Attributes

- **Clean Label**
- No Potassium
- No yeast extract
- No peptide or nucleic acid
- Superior flavor impact
- Ingredients: Sodium chloride, “salt”
- Cost effective v salt replacers.
- Performs the technical function of standard salt.



FSANZ

- Soda Lo – Has been classed as a low micron salt & complies with standard 2.10.2- Salt & Salt Products.
- Soda Lo – Is not a “Novel Food” & not produced using Nanotechnology or gene technology.
- Gum Arabic – Is used as a processing aid in the manufacture of Soda Lo and performs no technological function in the final product, so this does not require labelling.
- Soda Lo – Is iodised for use in bread as a mandatory fortification as standard 2.1.1.

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