



Phytocel™ Facts

- Phytocel™ is sugarcane with the sugar extracted
- Gluten-free | All natural | 100% Chemical free
- Allergen free | Not a sweetener | Non GMO
- Over 85% dietary fibre | Largely insoluble fibre
- Very high in phytonutrients due to natural processing
- Advanced, patented processing technology maintains whole plant cell integrity providing versatility, nutrients, functionality and other benefits without the negative aspects of other fibres and ingredients

Functional Ingredient with Multiple Benefits

- Binds & maintains water and oil in formulations
- Water management/control
- Reduces moisture migration and loss
- Reduces syneresis
- Texture benefits.

In all trials and blind consumer taste testings a Phytocel inclusion is the preferred choice

- Juicier product. Moister, softer, better texture, even after sitting and throughout freeze/thaw.
- Baked product stability & integrity
- Extends shelf life
- Cost savings

Application and Other Benefits

- Partially replaces fat
- while maintaining taste and mouthfeel
- Partially replaces gums, binders, emulsifiers, preservatives
- Adds fibre & nutrients
- Reduces calories
- Lowers GI
- Clean label
- No E numbers

‘Dramatically
improves
the taste of
Gluten-free
products’

Application Benefits

- With all options significant yield gains and cost savings
- Increase shelf life; a moister, better product longer
- No increase in water activity.
- Texture properties improved



Gluten Free Bread Mix Comparison

Control	Wt. (gm)	Wt. (lbs)	Pct	Price/Kg	Cost
Gluten Free Bread Mix	517.0	1.14	47.8%	\$ 5.50	\$ 2.84
Vegetable Oil	52.6	0.12	4.9%	\$ 0.88	\$ 0.05
Water	354.9	0.78	32.8%	-	-
Eggs	150.0	0.33	13.9%	\$ 1.54	\$ 0.23
Dry Yeast	7.5	0.02	0.7%	\$ 3.30	\$ 0.02
Total	1,082.0	2.39	100%		\$ 3.15
					\$ 2.91

Cost per batch
Cost per Kg

Bread with Phytocel	Wt. (gm)	Wt. (lbs)	Pct	Price/Kg	Cost
All the same ingredients as above in addition to:					
Additional Water	119.3	0.26	9.9%	-	-
Phytocel	5.7	0.01	0.5%	\$ 9.00	\$ 0.05
Total	1,207.0	2.66	100%		\$ 3.20
					\$ 2.65

Cost per batch
Cost per Kg

Gluten Free Bread Savings:	11.6%	yield gain
	8.9%	cost savings

Gluten-Free Bread and Cookie Economics

- National brand gluten-free bread & cookie mixes used (details on request)
- Only formula change is adding Phytocel™ and the additional water
- Test batter, dough, spread and finished product shape, structure and appearance were all essentially the same as the control
- Blind comparisons universally showed significant preference for the Phytocel™ test vs the control. The difference is remarkable.
- Moister product, better mouthfeel, no negative attributes – both day 1 AND day 7

Gluten Free Cookie Mix Comparison

Control	Wt. (gm)	Wt. (lbs)	Pct	Price/Kg	Cost
Gluten Free Cookie Mix	517.0	1.14	70.9%	\$ 5.50	\$ 2.84
Butter, melted	114.7	0.25	15.7%	\$ 4.95	\$ 0.57
Water	29.6	0.07	4.1%	-	-
Eggs	50.0	0.11	6.9%	\$ 1.54	\$ 0.08
Almond Slices	18.0	0.04	2.5%	\$ 6.60	\$ 0.12
Total	729.3	1.61	100.0%		\$ 3.61
					\$ 4.95

Cost per batch
Cost per Kg

Cookies with Phytocel	Wt. (gm)	Wt. (lbs)	Pct	Price/lb	Cost
All the same ingredients as above in addition to:					
Additional Water	93.7	0.21	11.3%	-	-
Phytocel	5.7	0.01	0.7%	\$ 9.00	\$ 0.05
Total	828.7	1.83	12.0%		\$ 3.66
					\$ 4.41

Cost per batch
Cost per Kg

Gluten Free Cookie Savings:	13.6%	yield gain
	10.7%	cost savings

For Further information please contact us:

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