

SIMPLYCLEAN™

BAKERY SOLUTIONS

Bake the **CLEAN** cake that consumers crave

More and more consumers are reading labels in search of cleaner foods made with simple, recognizable ingredients. SimplyClean™ concentrates meet this demand with a short list of ingredients – without any artificial flavours, colours, sweeteners, additives or preservatives. Bake the wholesome cake your customers want with a taste consumers will love.



IDEAL APPLICATIONS INCLUDE:

- Layer Cakes
- Birthday Cakes
- Cookies
- Sheet Cakes
- Cupcakes
- Jelly Rolls



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INCREASE EFFICIENCY WITHOUT LOSING THE ABILITY TO BE CREATIVE — JUST ADD YOUR OWN OIL, SUGAR, EGG AND FLOUR

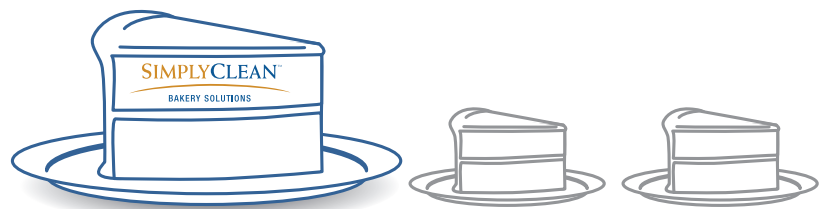
SimplyClean™ concentrates provide cake processors with a ready-to-go solution that will increase speed to market of new products. The concentrate also allows you to customize the flavour profile to create unique signature cakes to call your own.

WE'RE DEDICATED TO PROVIDING CONSUMERS WITH A "CLEANER" CAKE

SimplyClean™ concentrates do not have any artificial flavours, colours, sweeteners, additives or preservatives. It does have a short list of recognizable ingredients and features the "clean label" that meets the growing consumer demand.

PANELISTS PREFERRED OUR CAKE

In a controlled taste test, panelists preferred the cake made with SimplyClean™ Vanilla Cake Concentrate over regular occasion cakes found at a typical in-store bakery.



Preferred 2:1

 over other cakes!

HERE'S WHAT TASTE PANELISTS SAID:

"Tasted and looked much more like a homemade cake."

"It was very moist, light and flavorful."

PRODUCT CODE	DESCRIPTION	PACK
15600	SimplyClean™ Vanilla Cake Concentrate	10 kg
15680	SimplyClean™ Chocolate Cake Concentrate	10 kg
15601	SimplyClean™ Vanilla Cake <i>Super</i> Concentrate	10 kg
15682	SimplyClean™ Angel Food Cake Concentrate	10 kg
15606	SimplyClean™ Universal Bakery Concentrate	10 kg

For more information call 1-888-295-9470
or visit www.ArdentMills.ca