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DuPont Nutrition & Health Showcases Japan-Inspired Bakery Products at MOBAC 2019

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New Innovation & Application Center in Kanagawa produces concepts with local appeal to address consumer needs

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Visitors will be able to sample three different Japan-inspired concepts including whole grain bread, frozen dough sweet buns (Melon Pan), and cupcakes produced from the recently opened Innovation & Application Center in the Kanagawa Prefecture. Enhanced with DuPont's proprietary G4 amylase technology such as POWERSoft, POWERFresh, and frozen dough bakery ingredient system GRINDSTED POWERFreeze, the samples are created to appeal to the Japanese market.

"Since the debut and approval of our G4 amylase food enzyme in Japan two years ago, there has been a significant demand for our bakery enzymes," said Nobuaki Tsukagoshi, Sales Leader, Japan, DuPont Nutrition & Health. "We noticed that Japanese consumers are now looking for moist and chewy textured baked goods, with a crispy on-the-outside and soft in-the-inside bite. This is an increasingly popular texture amongst Japanese people and we have the perfect solution to help manufacturers produce this," he added.

At MOBAC, visitors will be able to interact with DuPont bakery experts on site to explore the use of functional ingredients such as Litesse polydextrose, SUPRO isolated soy protein and HOWARU premium probiotics from the DuPont Danisco range in applications such as fillings, jams, bars, pastries and biscuits for added health benefits.

“Japanese consumers are known for their high expectation for quality and this creates a push for manufacturers to constantly innovate,” said Hideki Sakanishi, Innovation Group Leader, Japan. “Since the opening of our Innovation & Application Center last year, we have expanded our resources and dedicated application specialists to deliver solutions that suit the Japanese palate. The drive for perfection in the Japanese bakery industry is very inspiring, and we want to partner with customers to develop innovative products to meet the ever-changing consumer needs and set new bakery trends.” he added.

The Japan Innovation & Application Center opened in July 2018 and is DuPont Nutrition & Health’s latest addition to its global innovation center presence. Spanning over 700 square meters, it features state-of-the-art equipment for making various bread and rolls, steamed cake and doughnuts. It is dedicated to provide face-to-face interaction for Japan- and Korean-based customers and to accelerate product innovation in these local markets.