

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 260 Calories from Fat 120

% Daily Value*

Total Fat 13g 20%

Saturated Fat 5g 25%

Trans Fat 2g

Cholesterol 30mg 10%

Sodium 660mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

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Calories: 2,000 2,500

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Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Trans Fatty Acids: A View from the Baking Industry

Keith Seiz, Editor
Baking Management

**Baking
Management**

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Don't
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Baking industry background

- Established industry
- Two tiers of R&D
 - In-house R&D staff
 - Supplier reliance
- They have been through this
 - Animal fats
 - Tropical oils
 - Partially hydrogenated vegetable oils

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Why are bakers panicking?

- Don't know what to do
- No drop-in solution
- Underestimated time it would take to reformulate bakery foods
- Underestimated costs of reformulation
- Time is running out!
- New baking industry environment

**Baking
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New baking environment

- Low-carbohydrate craze changed consumers and the baking industry
- Evolution of low-carbohydrate into better-for you products
 - Whole grains
 - Omega-3 fatty acids
 - fibers
 - No trans fat

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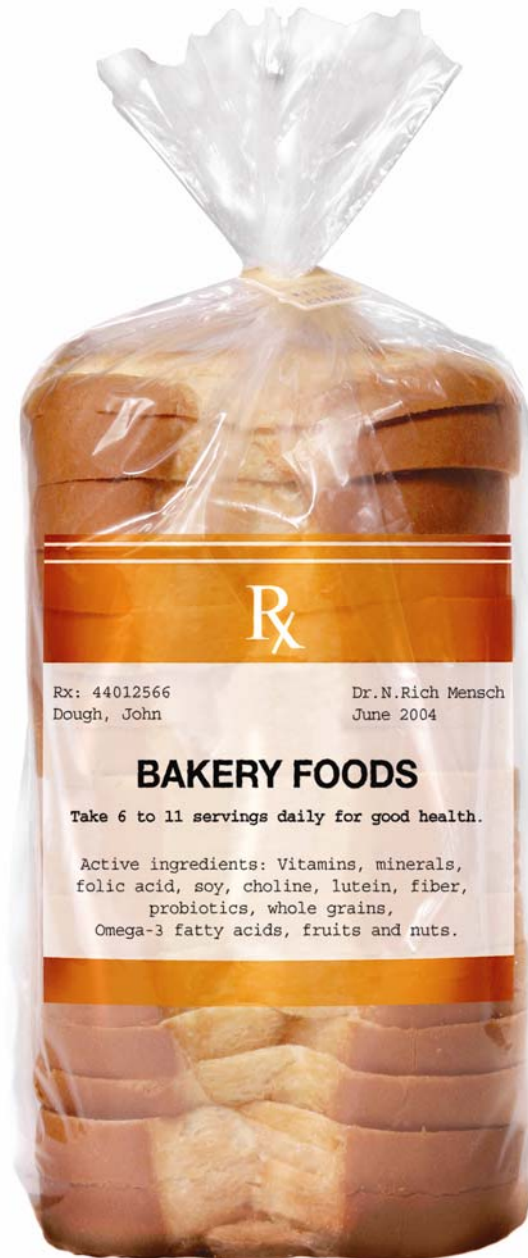
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Trans-fatty acids and the baking industry

1. Goals and solutions
2. Category breakdown
3. Customer management
4. What's next

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Goals

1. What are bakers trying to accomplish?

- Consumer demographics
- Taste vs. health
- Product goals
 - Are trans fat the only concern?
 - What about saturated fats?
 - What about calories and total fat?
 - What will the ingredient legend say?

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Solutions

- Tropical oils: Palm and palm kernel oils
 - Palm kernel - coatings, enrobings
 - Palm oil – bakery shortenings
 - Naturally semi-solid at room temperature
 - Clean label – no hydrogenation
 - No trans, but saturated fat content will increase
 - Is this acceptable? Is there even a choice?

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Solutions

- Oil blends – Blends of solid fat (palm or fully hydrogenated oil) and liquid oil (canola, cottonseed, etc.)
- Manipulate blend ratios for functionality and nutrition goals
- Control saturated fat content
- Functionality issues

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Solutions

- Interesterification – Blend of soybean oil and fully hydrogenated soybean oil. Interesterification process manipulates triglyceride structure to tailor melting profile.
- Liquid oils – Trait enhanced oils to provide stability in applications where applicable.
- Emulsifiers with oils – Creates gel system that mimics shortening.
- Partial hydrogenation with different catalyst and special treatment process.

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Category Breakdown

1. Breads

2. Cookies and Crackers

3. Sweet Goods

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Breads and trans fats

- Food & Drug Administration lumped bread into bakery food classification for foods containing trans fat despite the fact that these products rarely contain trans fatty acids
- Bread manufacturers have taken proactive measures to label their products' with "no trans fat" claims
- These measures go from simple to elaborate

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Earth Grains Extra Fiber

- “NO TRANS FATS”



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Sara Lee Soft & Smooth Classic White

- “NO TRANS FATS” – twice



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Butternut All Whole Grain 100% Whole Wheat

Front Panel

- “No Trans-Fatty Acids”
- “Saturated Fat Free”
- 100% Soybean Oil (Non-Hydrogenated)

Side Panel

- “No Hydrogenated Oil”
- “0 grams Trans Fat”
- “No Saturated Fat”

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Brownberry Whole Grain Classics

- “NO TRANS FAT”
- “Their full-sized slices contain no trans fat...”



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Lender's New York Style Onion

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Cookies and Crackers

- Public Enemy #1 – Oreo lawsuit
- Cookies unit sales down 3.1% for 52-week period ended July 10 – IRI statistics
- Cookie sales continue to struggle
- Identity Crisis
- Kraft Foods cuts ads aimed at children

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Portion-controlled snacks

- Nabisco 100 Calorie Packs
- South Beach Diet Cookies
- Keebler Right Bites

* All products have 100 calories per serving and zero grams of trans fat

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South Beach Diet Cookies

- Total Fat – 5 grams
 - Trans fat - 0 grams
 - Saturated fat – 1 gram
- High oleic canola oil



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100 Calorie Packs Cheese Nips

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- Partially hydrogenated cottonseed oil



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Calories 260 Calories from Fat 120

% Daily Value*

Total Fat 13g 20%

Saturated Fat 5g 25%

Trans Fat 2g

Cholesterol 30mg 10%

Sodium 660mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

Calories: 2,000 2,500

Total Fat Less than 65g 80g

Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Keebler Right Bites Chocolate Chip

- Total Fat – 3 grams
 - Trans fat - 0 grams
 - Saturated fat – 1 gram
- Vegetable oil (partially hydrogenated soybean, cottonseed and hydrogenated cottonseed oil with TBHQ and citric acid for freshness).



Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 260 Calories from Fat 120

% Daily Value*

Total Fat 13g 20%

Saturated Fat 5g 25%

Trans Fat 2g

Cholesterol 30mg 10%

Sodium 660mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

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Your Daily Values may be higher or lower depending on
your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Chips Ahoy!

• Chips Ahoy! Chocolate Chip Cookies

- Total Fat - 8 grams
- Saturated fat - 2.5 grams
- Trans Fat 0 grams
- Soybean oil, partially hydrogenated cottonseed oil*
- *Adds a trivial amount of trans fat

• Chips Ahoy! Reduced Fat Chocolate Chip Cookies

- Total Fat - 5 grams
- Saturated fat - 1.5 grams
- Trans Fat 0 grams
- Soybean oil, partially hydrogenated cottonseed oil*
- *Adds a trivial amount of trans fat

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 260 Calories from Fat 120

% Daily Value*

Total Fat 13g 20%

Saturated Fat 5g 25%

Trans Fat 2g

Cholesterol 30mg 10%

Sodium 660mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Chips Ahoy!



INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID), SEMISWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE, COCOA BUTTER, DEXTROSE, SOY LECITHIN - AN EMULSIFIER), SUGAR, SOYBEAN OIL, PARTIALLY HYDROGENATED COTTONSEED OIL*, HIGH FRUCTOSE CORN SYRUP, LEAVENING (BAKING SODA, AMMONIUM PHOSPHATE), SALT, WHEY (FROM MILK), NATURAL AND ARTIFICIAL FLAVOR, CARAMEL COLOR.
 * ADDS A TRIVIAL AMOUNT OF TRANS FAT.
 KRAFT FOODS NORTH AMERICA
 KRAFT FOODS GLOBAL, INC.
 EAST HANOVER, NJ 07936 USA



Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

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Calories 260 Calories from Fat 120

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Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

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Calories: 2,000 2,500

Total Fat Less than 65g 80g

Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Oreo Reduced Fat

- Total Fat – 4.5 grams
- Saturated Fat - 1 gram
- Trans Fat – 0 gram
- High Oleic Canola Oil, Palm oil



Nutrition Facts

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Servings Per Container 2

Amount Per Serving

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Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	

Protein 5g

Vitamin A 4%	•	Vitamin C 2%
Calcium 15%	•	Iron 4%

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Cholesterol	Less than	300mg	300mg
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Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9	•	Carbohydrate 4	•	Protein 4
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Voortman Sugar Free Strawberry Wafers

- Total Fat – 8 grams
- Saturated Fat – 1.5 grams
- Trans Fat – 0 gram
- Vegetable oil (canola, soybean, palm and palm kernel, sunflower)



Nutrition Facts

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Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

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Total Fat Less than 65g 80g

Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Pepperidge Farm Goldfish

- Total Fat – 5 grams
- Saturated Fat – 1 grams
- Trans Fat – 0 grams
- Vegetable oils (canola, sunflower and/or soybean)



Nutrition Facts

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Trans Fat 2g

Cholesterol 30mg 10%

Sodium 660mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

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Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Sweet Goods

- Behind other categories in terms of reformulation
- Indulgence vs. Health
- Special eating occasions
- Pastries, cakes, pies and snack cakes

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Sugars 5g

Protein 5g

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Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Hostess Twinkies

- Total fat – 4.5 grams
- Saturated Fat – 2.5 grams
- Trans fat – 0 grams
- Partially hydrogenated vegetable and/or animal shortening (contains one or more of: soybean, cottonseed or canola oil, beef fat)



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Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

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Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Mrs. Smith's Blueberry Crisp

- Total fat – 6 grams
- Saturated Fat – 2 grams
- Trans fat – 0 grams
- Partially hydrogenated cottonseed and/or soybean oil
- Margarine (Palm oil, soybean oil)



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Customer Management

- Supermarkets
- Foodservice

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Supermarkets

- Traditional – No movement yet
- Specialty Supermarkets – Movement from natural stores such as Whole Foods and Wild Oats.
 - Whole Foods: “All products are free of trans fat-containing hydrogenated oils.”
- Wal-Mart – Rumblings, but no comment from the company.

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Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Foodservice

- Significant movement from all foodservice channels
- McDonald's settles lawsuit
- New York City asks for voluntary ban on trans fats in restaurants
- Quizno's, Jason's Deli, Fazoli's, Au Bon Pain, Legal Sea Foods, Ruby Tuesday

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What's Next?

- More reformulations, more solutions
- January 1, 2006
- Fallout from labeling
- Another round of formulations and changes