

# Case Study

## Shelf Life Extender



Improved texture, clean label and extend shelf life.

Our Customer is a producer of Gourmet Breakfast Bar. These bars deliver a healthy balance of nutrition including Omega 3s and 6s in a four-ounce serving. The unique characteristic of Z-Trim's Oat Fiber immobilizes the moisture keeping the bar from staling too quickly. The manufacture added thirty days to the shelf life. The owner expressed that even at the end of the shelf life the mouth feel was soft and chewy and still had a fresh baked texture.



[www.ztrim.com](http://www.ztrim.com)

### Business Situation

The customer developed a whole grain breakfast bar marketed as having nutritional benefits, with all natural ingredients and no preservatives. Due to the physical properties of the ingredients used, the product dried out quickly and the shelf life of the product was very short. A longer shelf life would allow for wider distribution and increased sales.

### Technical Situation

Whole grain baked items that lack preservatives tend to dry out quickly. When dealing with all natural products, there are very few ingredients that can be added that will significantly increase shelf life while still being considered consumer-friendly/clean-labeled.

### Solution

Z-Trim's technical team guided the company to create a formula with a small amount of Z-Trim Oat Fiber and additional water. The addition of Z-Trim Oat Fiber helped bind the extra water and allowed the baked items to retain moisture for a longer period of time.

### Benefits

With the addition of the Z-Trim Oat Fiber, the shelf life of the product increased by 25% or more. This increase allowed the customer to expand distribution into more stores, and to create a whole new distribution chain through internet sales. Additionally, the ingredient declaration statement

For additional information contact us: 847-549-6002 option #1 for Sales

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