|  |  |
| --- | --- |
| 1st of December 2022  in attention: Editor in chief | **Press Release**  Press contact:  **Eliza Frunza**  **Global Marketing &**  **Communications Manager**  T: +32 2 897 03 50  E: [efru@lactic.com](mailto:efru@lactic.com) |
|  |

**Naturalness and high quality, a major trend for bakery industry where Galactic continues to innovate!**

**Brussels, 1st of December 2022** - *Today, consumers seek clear and transparent label, with natural ingredients. This trend became a game changer, as it is hard to combine naturalness, freshness, and high quality in today’s food products.*

**According to Global Data, the bakery industry grew by 6.9% between 2016 and 2021, and it is forecast to grow by 5.5% until 2026.**

Venturing deep into the field of bakery Galactic brings today a new natural ingredient specially designed for the sweet bakery sector. This innovation was formulated by optimizing different types of fermentation to bring a truly new experience to the market. It brings enjoyable mild flavors to a variety of sweet baked goods and ensures high quality and freshness throughout shelf-life. Being a natural solution, it offers label-friendliness and options for on-pack claims like “with 100% natural ingredients” to baked goods manufacturers around the globe.

**GALIMAX FLAVOR K-10** is a natural ingredient produced by slow fermentation of sugar, applied today in a big variety of baked goods and fillings, such as madeleines, muffins, crêpes, cheesecake, chocolate fillings and fruit jams maintaining the qualitative properties of these foods throughout their entire shelf-life.

*“We’re always looking to bring the solutions to the food industry that manufacturers globally are looking for. It is still a challenge to combine naturalness, good taste, and freshness throughout shelf-life into one ingredient. That’s why I’m so excited that with the support of the entire team of experts at Galactic we can continuously add new solutions to our portfolio. We will continue to look into the needs of the market and use our expertise in natural fermentation ingredients to answer our customers’* *needs.”* says **Katrien LAMBEENS, Group Product Manager at Galactic**.

The Galactic local food application experts are available to support Food manufactures

all over Europe, Americas and Asia with formulations and processing advice to

ensure a high-quality final product.