

IMPROVER

Functionality

Extending shelf life



PURPLE

ensures high volume and regular crumb structure

facilitates machining process



Magimix Purple is an innovative clear label improver. Magimix Purple was developed on the basis of Lesaffre's long-time experience and know-how. Use Magimix Purple ensures freshness and optimum volume of wheat, wheat-rye, rye-wheat and yeast dough products. Perfect for the production of rolls and bread. Significantly improves the structure of the dough and its tolerance during processing and fermentation. Magimix Purple is a modern solution recommended for bakeries willing to provide their customers with fresh bread throughout the day.

Practical information

Application

1% in relation to the amount of flour, i.e. 1 kg of mix for 100 kg of flour (added directly to the flour before mixing).

Components

Wheat flour wheat gluten; soy flour; flour treatment agents: ascorbic acid, enzymes* (carrier: wheat flour).

*Enzymes are deactivated during the heat treatment process and therefore have no technological function in the finished, baked product. Therefore they are not subject to further labelling.

Storage conditions

Store the product in a tightly closed container, in a dry and well-ventilated place out of direct sunlight (maximum temperature 25°C).

Packaging

Cardboard box 17.5 kg	
high	low
✓	✗

solutions magimix

Several active ingredients, which include properly chosen enzymes, can be used to reduce staling of bread and the associated starch retrogradation. Their application in the case of the Magimix Purple improver guarantees the effect of prolonged freshness of the bread, at the same time ensuring that the composition of the product is maintained in accordance with the principles of the "clean label".



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Magimix provides a wide range of bread improvers

Magimix is an extremely broad and innovative product offering, which is the result of the expertise of formulation and technology engineers, and their cooperation with Lesaffre's R&D departments so as to continuously improve our service levels. Our product is constantly evolving so as to keep up with developments and changes in processes: direct process, slow or deferred fermentation, freezing techniques, etc.



Guarantees high volume and a crumb with an even structure.

Original formula with ingredients of the highest quality

- ✓ Thanks to its modern composition of ingredients **Magimix Purple**:
 - extends the shelf life of bread,
 - ensures maximum growth of the dough pieces during the fermentation and baking process,
 - improves manual and machine dough processing,
 - increases tolerance of the dough to all process parameters.

Ensuring stability throughout the bread-making process

- ✓ Application of the **Magimix Purple** improver allows for:
 - production of "clean label" bread,
 - obtaining products of uniform quality from flours of different baking values,
 - obtaining clear cuts on the surface of the developed dough chunks and after baking,
 - obtaining the highest quality of end products produced with the use of traditional or modern methods.

Top quality of the final product

- ✓ Using the **Magimix Purple** improver guarantees:
 - perfect volume of the final product,
 - extended shelf life of the finished products
 - natural flavour and aroma.

You can find all
our products at:
lesaffre.pl



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WITH CONFIDENCE. DEFINITELY.

30 years of experience in the development of Lesaffre bread improvers.

Magimix is the day-to-day partner you can trust if you want to achieve safe and healthy products.

BRAND **LESAFFRE** 

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