

# American Style Muffin

## Sugar Reduced

A tasty 30% less sugar American-style muffin made using Kerry's innovative TasteSense™ technology. TasteSense™ offers natural flavour solutions that interact with taste receptors and add back the taste profile that is lost when sugar is removed.

This product concept card is designed to show how our ingredients can be used to create products with a range of benefits for you and your consumers.

INGREDIENTS	REFERENCE	30% SUGAR REDUCED
Wheat Flour	21.71	21.71
Caster Sugar	23.25	15.40
<b>Waxy Maize Starch</b>	2.13	2.13
Whey Powder	1.32	1.32
Baking Powder	0.88	0.88
Salt	0.36	0.41
<b>Wheat Gluten</b>	0.36	0.36
<b>Wheat Starch</b>	0.30	0.30
Dextrose Monohydrate	0.18	0.18
Emulsifiers	0.36	0.36
Cream Flavour	0.05	0.05
Cream Flavour	0.15	0.15
<b>TasteSense™ Premix SR Muffin</b>		7.90
Pasteurized Egg	18.70	18.70
Vegetable Oil	18.13	18.13
Water	12.04	12.04
<b>Total</b>	<b>100</b>	<b>100</b>

### Method

- Combine all ingredients together in the mixing bowl.
- Mix with paddle for 3 minutes on speed 1.
- Scale 100g into muffin cases.
- Bake at 180°C for 32 minutes (baking time may vary depending on oven type).



### AMERICAN STYLE MUFFIN

Nutrition facts	Reference	Sample
Energy (kcal)	388	366
Fat (g)	20.6	20.7
Saturates (g)	2.3	2.3
Carbohydrate (g)	44.9	38.1
Sugars (g)	25.3	18
Fibre (g)	0.42	6.7
Protein (g)	5.3	5.4
Salt (g)	0.2	0.2

### The full solution:



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