



INSPIRATION OF THE MONTH:
Shokupan
(Japanese Milk Bread)



MARKET INSIGHTS



INDUSTRY

BAKERY & CEREALS

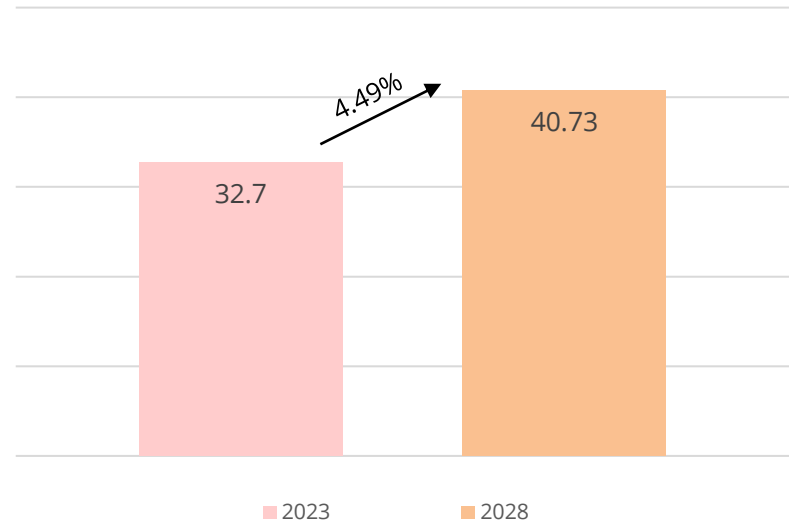
MARKET OVERVIEW



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Bread - Southeast Asia in USD Billion

Sales Revenue (US\$) of Bread Segment, Southeast Asia
(2023-2028) ¹



2023

2028

References

¹Statista. (2023). Bread - Southeast Asia.



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MARKET INSIGHTS

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Market Insights for Bread



Health and Wellness Trends:

- With consumers becoming more **health-conscious**, the bread market is likely to see a continued shift towards **healthier and more nutritious bread** options.
- This includes bread made from whole grains, ancient grains, and alternative flours such as almond flour.
- On one hand, people look for more healthy nutrients in their food, like extra **natural fibre or protein** in high quality bread.



Innovation and New Product Development:

- The bakery industry is constantly innovating and introducing **new products to meet changing consumer preferences** like clean taste, texture, and appearance.
- Specialty bread, such as artisanal bread, sourdough bread, and bread with **added functional ingredients**, are becoming more popular, and new flavours and varieties are being introduced.



WHAT ARE THE CHALLENGES
WHEN PRODUCING BREAD?



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CHALLENGES IN PRODUCT DEVELOPMENT

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WHAT ARE THE CHALLENGES WHEN PRODUCING BREAD??

**Lower bread volume
and hard texture**



Lower in fibre

**Water absorption capability/yield
improvement**



WHAT ARE THE SOLUTIONS??



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SOLUTIONS

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Solutions via Functional Ingredients

DMG 5611

Palsgaard®
Heart working people

- Easy dispersibility.
- Increased softness and elasticity.
- Optimal anti-staling effect by complexing with the starch and delaying the starch retrogradation.
- Improvement of volume in yeast-raised bakery products.

SSL 3426

Palsgaard®
Heart working people

- Improved mixing tolerance – by complexing with gluten proteins.
- Increased bread volume – by strengthening the gluten network.
- Highest volume effect in bread systems with fat.
- Improved crumb texture – finer structure because of interacting with gluten proteins.

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SOLUTIONS

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Solutions via Functional Ingredients

Masemul EB 1005



- Results in significant improvement in machinability, shape retention.
- Crumb softening or shelf-life extension by reducing the rate of starch retrogradation.
- Dough strengthening for better gas retention and optimum bread volume.
- Enhance hydration of the flour and other ingredients.

Orafti® HPX



- Fibre enrichment
- Promotes digestive health
- Act as prebiotic (long chain inulin from chicory root)
- Reduced blood glucose response
- Enhances nutritional profile by closing the fiber gap in gluten-free bread.
- Maintain good dough properties (the doughs are more stable)

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RECIPE AND PREPARATION PROCEDURE



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RECIPE SUGGESTION

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Recipe Suggestion for Shokupan (Japanese Milk Bread)

Ingredients	Orafti HPX		Palsgaard		Musim Mas	
	g	%	g	%	g	%
Tangzhong						
Bread flour	20	6.67	20	6.67	20	6.67
Water	100	33.33	100	33.33	100	33.33
Bread dough						
Bread flour	280	93.33	280	93.33	280	93.33
Sugar	35	11.67	35	11.67	35	11.67
Salt	6	2.00	6	2.00	6	2.00
Dry yeast	5	1.67	5	1.67	5	1.67
Dry milk	5	1.67	5	1.67	5	1.67
FoodCraft Whole Milk	104	34.67	104	34.67	104	34.67
Whipping Cream	26	8.67	26	8.67	26	8.67
Water	-		-		-	
Egg	25	8.33	25	8.33	25	8.33
Unsalted butter	25	8.33	25	8.33	25	8.33
Masemul EB 1005					6.31	2.10
Palsgaard DMG 5611			1.5	0.50		
Palsgaard SSL 3426			1.35	0.45		
Orafti HPX	38	12.67				
Total	648.5		633.85		637.31	



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RECIPE SUGGESTION

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Preparation Procedure

1. **Tangzhong :**

Mix 20 g bread flour with 100 g water in a sauté pan.

Turn on medium heat and keep stirring until the mixture thickens to a paste.

Let it sit for a while and keep it in the refrigerator for a minimum of 1 hour.

2. Add the dry ingredients (bread flour, sugar, salt, dry yeast, powdered milk) to a mixing bowl and mix gently with a dough hook attachment on low speed for 1 minute
3. Add liquid milk, whipped cream, egg, and Tangzhong, and mix in low speed, until everything is mixed.
4. Add unsalted butter, at low speed.
5. Turn up the speed to high and mix until the windowpane.
6. Take out the dough shaping a smooth ball. Place dough in a bowl, cover it with plastic wrap, and let it rest for 40 minutes.
7. Roll each ball of dough out flat and make it a roll. Place 3 molded dough into a baking pan and let it rest for 30 minutes.
8. After the proofing is done, brush with egg wash and bake in the oven, preheated to 355°F for 25-30 minutes.



MARKETING CONCEPT



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MARKETING CONCEPT

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Packaging Concept: Shokupan (Japanese Milk Bread)

VALUES TO CONVEY:

1. Japanese inspired
2. Artisanal
3. Exceptional quality
4. Chic & Trendy
5. Not your everyday bread





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MARKETING CONCEPT

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USP:

1. High in Chicory Root Fibre
2. Enriched with Whole Milk
3. Pillowy Soft Texture
4. Authentic Japanese Recipe

Poster Concept:
USP Oriented





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MARKETING CONCEPT

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Poster Concept: Storytelling

NURTURING YOU INSIDE OUT

Indulge in your favourite loaf of baked fare, with the natural goodness extracted from chicory root fibre – an ancient vegetable supporting your digestive health in a natural and gentle way.

An everyday “love” (Loaf) originated to be heartier, while keeping it soft, fluffy and yummy down the last crumb.

Japanese Milk Bread Loaf
— 食パン —

**SOFT
CHIC**



WOULD YOU LIKE TO KNOW MORE?



To know more about the featured ingredients in this product concept as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com



THANK YOU