

# Sourdough Bread?

According to Euromonitor, the bread consumption in APAC increased from 8.5 million tonnes in 2017 to 9.2 million tonnes in 2021. The market size is expected to reach 10.3 million tonnes in 2027.

Due to the COVID-19 pandemic, consumers are more aware of their overall health and are interested in food products that can improve their well-being. The demand on artisan breads such as sourdough breads is growing. The number of packaged sourdough breads in APAC by Innova tripled in 2022 as compared to 2017.

Sourdough bread is a leavened bread that has a dough rising during the making process. It does not use the baker's yeast as regular bread, instead it contains the wild yeast and lactic acid bacteria that are naturally found in flour. Wild yeast is more resistant to acidic conditions than baker's yeast, and it can work together with lactic acid bacteria. It provides a unique odor and taste as well as health benefits.

The important ingredient of sourdough bread is starter. It is a fermented mixture of flour and water with wild yeast and lactic acid bacteria. Lactic acid that is produced during fermentation process provides sour taste and inhibits mold and bacterial growth.

Sourdough bread has several benefits such as rich in nutrients (potassium, magnesium, folate), source of antioxidants (which help lower risk of cancer, signs of aging and chronic diseases), increasing the nutrients absorption (It is lower phytate levels than other bread.), lowering blood sugar levels (It has a lower glycemic index than white bread.) and improving digestive health. However, it is not recommended for people who have celiac disease.

In the future, sourdough bread will be developed in various flavors and in other sourdough pastries such as croissants, cinnamon rolls and donuts.

#### References:

1. <https://en.wikipedia.org/wiki/Sourdough>
2. <https://homesteadandchill.com/why-sourdough-is-healthier/>
3. <https://lesaffre.com.sg/insights/the-rise-of-sourdough>
4. <https://www.healthline.com/nutrition/sourdough-bread#blood-sugar-benefits>
5. <https://www.webmd.com/diet/sourdough-bread-good-for-you>





# Information for Decision

## FOOD CLASSIFICATION



### Product information for decision

#### Food classification

The product information must provide all topics in detail. If any topics cannot be placed completely, they must be specified as "According to the attachments", and all relevant documents must be attached. The purpose is to make the officer understand the product.

1. **Product name:** A generic name may be used to indicate what the product is. A trade name also may be used.
2. **Product characteristics:** The appearance and color must be specified such as brown powder, white spherical granules, semi-solid suspended in liquid, etc.
3. **Product formulation:** It must be specified to 100%. And, if there are any ingredients derived from plant, animal, seaweed or microorganism, their generic name, scientific name, used part must be specified. If they are the extracts, extraction solvent and ratio as well as active ingredients must be indicated as well.
4. **Manufacturing process:** A completed detail is required such as temperature, time, pressure (if any), a substance used in the manufacturing process, microorganism (specified as scientific name) enzyme (with source indicated).
5. **Objective for sale:** The purpose of product producing or importing must be specified.
6. **Target group of product:** For example; infants, general consumers, cancer patients, etc.
7. **Instruction for use:** For example; Ready to eat, dilution required, sprinkle on food, etc.
8. **Instruction for preparation:** For example; preparing or cooking before consumption such as mix with water 150 ml., add water and boil until cooked, add milk then boil and refrigerate to set up, etc.
9. **Objectives of use or consumption:** It is the purpose of product usage such as for coloring, seasoning, refreshment, etc.
10. **Type of package:** Types of containers and types of caps (if any) must be specified such as paper box laminated with aluminum foil, glass bottle with rubber seal, metal lid, pull ring plastic jar with black plastic cover, etc.
11. **Net weight:** Net weight and net volume of product must be indicated.
12. **Storage condition:** Storage condition of product for selling must be clarified such as room temperature, refrigerated, frozen.
13. **Product shelf life:** May be specified as an estimated day, month or year.







# OUR News : Mar 2023



## Daito Kasei Kogyo, Nisshin Oillio Group and Chori Seminar, Thailand

Daito Kasei Kogyo Co., Ltd., the Nisshin Oillio Group, Ltd. and Chori Co., Ltd., Japan in collaboration with DCAC center, Thailand, a member of Chemico group were proud to organize the very first Education Seminar for affiliate and Thai customers. This is a new program from Chemico group offering the intense basic and product knowledges as well as lab practice including sightseeing in Bangkok. The event was held during the period of March 7-11, 2023 at CAHB2 center, Bangkok under the topic "Makeup Products". The customers from India, Indonesia (Jakarta and Surabaya), Malaysia, Russia, the Philippines and Thailand were invited. The seminar started with basic knowledges, product information and formulations, global color cosmetics trends 2023 and lab practices. The program ended with Bangkok tour on the last day. The seminar went smoothly and successfully thanks to the great support from suppliers. And, all attendants were delighted to participate in the entire event.



## Corum Workshop 2023, Vietnam

Chemico Vietnam Co., Ltd. in collaboration with a famous skincare ingredient supplier from Taiwan – Corum held the fabulous workshop entitled "Your Skincare Wishlist" on March 21, 2023. It was a very worthy chance to update the latest beauty trends as well as the efficacy of skincare actives from Corum. The main contents also included the clinical tests of specific ingredients for whitening, acne treatment, anti-aging, anti-dandruff, anti-wrinkle, etc. All of these ingredients are currently used by many famous cosmetics brands over the world.



## CAHB Seminar, Myanmar

Chemico Myanmar Co., Ltd. together with Chemico Asia Health and Beauty (CAHB) Center held a webinar entitled "Refreshing and Healthy Taste for Summer!" on March 21, 2023. This webinar focused on new trends of beverage and product formulations. Information of raw materials used in our formulas which were instant tea, coffee and powder drink were also shared during the webinar. Most of participants were from beverage and pharmaceutical sectors, and they were very interested in all information we presented.



## CAHB Seminar, Myanmar

Chemico Myanmar Co., Ltd. organized an interesting seminar on March 21-23, 2023 under the topic "Spotlights on Skin Whitening Cosmetics". We presented on whitening theory and information of whitening actives in local language. And, then we introduced whitening formulations that we promoted in Myanmar market. Attendees were interested and participated in Q&A and sample request section too. We will distribute samples and documents to all requested customers after seminar.

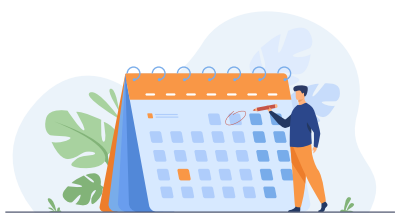


## Chakra Webinar, Malaysia

Chakra We Care Resources Sdn. Bhd., Malaysia in collaboration with Chemico Inter Corporation Co., Ltd., Thailand organized a webinar entitled "Nutritional Compositions to Increase Bodily Glutathione Levels" on March 22, 2023. The webinar provided Glutathione information, Immune formulation 200®, Clinical studies as well as Solubility test and Applications. The information is very useful in the development of new products in the field of dietary supplements (hard capsule, tablet, powder shot) and powder drink.







# Event/ Website

**19 APR** Katakura Seminar,  
Chemico Inter Corporation Co., Ltd., Thailand

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**25 APR** Abyss & Singha Park Seminar,  
Chemico Inter Corporation Co., Ltd., Thailand

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**2-3 MAY** NYSCC Suppliers' Day, New York, USA  
<https://nyscc.org/suppliers-day/>

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**5-7 MAY** COSMOFARMA, Bologna, Italy  
<https://www.cosmofarma.com/en/>

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**6-9 MAY** IBE - International Beauty Expo, Kuala Lumpur, Malaysia  
<https://ibe.my/>

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**9 MAY** CAHB seminar: Skin Care Trends & Formulations,  
PT. Kemiko Indonesia, Jakarta, Indonesia  
CAHB Webinar: Food, Chemico Myanmar Co., Ltd., Myanmar

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**9-11 MAY** SIAL Canada, Toronto, Canada  
<https://sialcanada.com/en/>  
Vitafoods Europe, Geneva, Switzerland  
<https://www.vitafoods.eu.com/en/home.html>

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**10 MAY** DCAC seminar: All about Foundations,  
Chemico Asia Pacific (M) Sdn. Bhd., Malaysia

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**11 MAY** CAHB webinar: Hair Care Trend and Basic Hair Structure,  
Chemico Myanmar Co., Ltd., Myanmar

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**12-14 MAY** CBE - China Beauty Expo, Shanghai, China  
<https://www.chinabeautyexpo.com/en/homepage.html>

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**15-17 MAY** Beautyworld Japan, Tokyo, Japan  
<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en.html>  
ADE – Asia Dairy Expo  
<http://www.ade-asian.com/index.php?lang=en>

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**17-19 MAY** CITE Japan, Pacifico Yokohama, Japan  
<https://www.citejapan.info/en/index.html>

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**23-27 MAY** THAIFEX - Anuga Asia, Bangkok, Thailand  
<https://thaifex-anuga.com/>

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**27-30 MAY** Cosmetista Expo North & West Africa,  
Casablanca, Morocco  
<https://www.cosmetistaexpo.com/en/>

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**28-30 MAY** CIHIE - China International Health Industry Expo,  
Beijing, China  
<http://en.jianbohui.com/>

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**30-31 MAY** Free from Functional Food Expo, Barcelona, Spain  
<https://barcelona.freefromfoodexpo.com/>

