

# JELUCEL<sup>®</sup>

## Functional plant fibres

The functional additive

- ✓ **Natural dietary fibre**
- ✓ **Pure plant fibres**
- ✓ **Completely tasteless**



# JELUCEL<sup>®</sup> optimises foods



## JELUCEL<sup>®</sup>

- Increases the dietary fibre content
- Improves the yield
- Binds moisture
- Improves moisture dispersion
- Reduces syneresis
- Keeps baked goods fresh for longer
- Improves the freezing and thawing properties of frozen food
- Reduces the susceptibility of biscuits and pasta to breakage
- Gives milk products a natural texture and improves mouthfeel
- Reduces the calorie content
- Increases the feeling of satiety
- Improves digestibility

**Meat**



**Bread and rolls**



**Yogurt**



**Confectionery**



**Minced meat**



**Baked goods**



**Cheese**



**Diet products**



**Meat products**



**Pasta**



**Frozen foods**



**Special foods**



# JELUCEL<sup>®</sup> – an additive based on the win-win principle

Attractive to consumers – functional for manufacturers

## Benefits for the consumer

- Pure plant fibres
- Pure, insoluble fibre



## Benefits for the manufacturer

- Economical
- Multifunctional
- Extremely high level of moisture binding
- High oil absorption capacity
- No gel formation



1kg dough

+



20g JELUCEL<sup>®</sup>

=

- ⊕ higher yield
- ⊕ higher fibre content



Natural fibres. Simple and effective.

## JELUCEL<sup>®</sup> – the functional additive



- ✓ **Natural**
- ✓ **Vegetable**
- ✓ **Pure**

Fibre enrichment without any loss of quality:

**JELUCEL<sup>®</sup> is**

- Colourless
- Odourless
- Tasteless

# JELUCEL<sup>®</sup> – natural fibres for high-quality foods

Name	JELUCEL <sup>®</sup> PF	JELUCEL <sup>®</sup> WF	JELUCEL <sup>®</sup> BF	JELUCEL <sup>®</sup> OF
<b>Type<sup>1</sup></b>	Cellulose	Wheat fibre	Bamboo fibre	Oat fibre
<b>Fibre length</b>	30 – 2000 µm	30 – 2000 µm	30 – 2000 µm	30 – 2000 µm
<b>Moisture binding</b>	1:4 – 1:11	1:4 – 1:11	1:4 – 1:11	1:4 – 1:11
<b>Oil absorption capacity</b>	1:2 – 1:9	1:2 – 1:9	1:2 – 1:9	1:2 – 1:9
<b>Nutrient content: 100 g contains on average</b>				
<b>Energy value<sup>2</sup></b>	787 kJ / 197 kcal	787 kJ / 197 kcal	787 kJ / 197 kcal	787 kJ / 197 kcal
<b>Fat</b>	< 0.5 g	< 0.5 g	< 0.5 g	< 0.5 g
<b>– of which saturates</b>	< 0.5 g	< 0.5 g	< 0.5 g	< 0.5 g
<b>Carbohydrates</b>	0 g	0 g	0 g	0 g
<b>– of which sugars</b>	0 g	0 g	0 g	0 g
<b>Fibre</b>	96 g	96 g	96 g	96 g
<b>Protein</b>	0 g	0 g	0 g	0 g
<b>Salt<sup>3</sup></b>	0.13 g	0.13 g	0.13 g	0.13 g

- Pure plant fibres
- Kosher
- Halal
- Allergen-free
- Gluten-free (< 20 ppm)
- Lactose-free
- Fructose-free

<sup>1</sup> The individual applications must comply with the food regulations of the respective country in which the end products are marketed, and must in particular cases be evaluated by experts.

<sup>2</sup> The energy value was calculated by multiplying the fibre content by the factors 8 kJ / 2 kcal per g.

<sup>3</sup> The salt content is exclusively due to the presence of naturally occurring sodium and was calculated from the sodium content x 2.5.





Natural fibres. Simple and effective.

# JELU-WERK – your manufacturer of natural additives



JELU-WERK is a medium-sized family-owned company.  
We process natural fibres into versatile functional additives.

We manufacture exclusively  
in Germany and offer:

- Combined strengths
- Lean processes
- Quality made in Germany

## JELU-WERK

**Josef Ehrler GmbH & Co. KG**

Ludwigsmühle · 73494 Rosenberg · Germany

Phone: +49 (0) 7967 9091 - 0

Fax: +49 (0) 7967 9091 - 70

team@jelu.de

www.jelu-werk.com



Our global network comprises sales  
and service partners worldwide.

