

CSM INGREDIENTS LAUNCHES EGG 'N EASY PLUS: THE NEW BENCHMARK IN EGG REDUCTION SOLUTIONS

Egg 'n Easy Plus, the most advanced solution in the Egg 'n Easy range, offers a cost-effective, high-quality, and sustainable egg alternative in yeast dough and batter applications. It allows to cut up to 100% of whole eggs in brioche recipes and up to 50% in cakes and muffins.

April 2nd, 2025 – **CSM Ingredients** group proudly launches **Egg 'n Easy Plus, an advanced egg reduction solution designed for cakes, muffins, and brioches**. Building on the success of the Egg 'n Easy line, this latest formulation offers even greater flexibility and cost-efficiency, while ensuring high performance and quality.

With egg prices rising and sourcing becoming increasingly difficult – due in part to avian flu outbreaks and also to growing global demand – the food industry is under pressure to find reliable alternatives that don't compromise on quality. Over the past years, CSM Ingredients group has invested heavily in R&I to meet this challenge, developing **Egg 'n Easy**. This range of products, dedicated to egg reduction, leverages both CSM Ingredients' knowhow in the bakery sector and HIFOOD's expertise in plant-based ingredients.

The most recent addition to the range, **Egg 'n Easy Plus**, is a **plant-based, fully customizable powder solution**.

This innovation allows manufacturers **to replace up to 100% of whole eggs in brioche recipes** – which typically contain 5% to 15% egg – significantly reducing production costs while preserving optimal dough consistency and workability. Switching from free-range eggs to Egg 'n Easy Plus can **lower egg-related costs by up to 55%**.

In addition to brioche applications, the new formulation improves texture, moisture, and mouthfeel in **cakes and muffins, enabling up to 50% egg replacement** in these applications and maintaining the **same great taste**.

Egg 'n Easy Plus contains wheat protein for improved crumb structure, vegetable fiber for enhanced freshness, sorbitol to improve moisture retention, and enzymes for a finer crumb structure, ensuring the baked good maintains a soft mouthfeel and a similar texture and taste to the egg-based version. The solution is also available in a fully clean label version.



PRESS RELEASE

Egg 'n Easy Plus is the most advanced version in the **Egg 'n Easy range**, a system of solutions that covers a vast number of applications: **sponge, muffin, cake, waffle, pancake, shortcrust, and brioche**. More information can be found at: csmingredients.com/industrysolutions/en_en/homepage

Egg 'n Easy Plus reflects CSM Ingredients group's commitment to **Value Added Solutions**, a strategic approach to delivering innovative ingredients that enhance nutritional properties, technical performance, and sensory appeal. This effort aims to contribute to both human well-being and environmental sustainability.

About CSM Ingredients group

Comprising both CSM Ingredients and HIFOOD, CSM Ingredients group is a global ingredient-tech company that develops solutions for the food industry with the aim of collaboratively enabling the evolution of the food ecosystem.

With 8 manufacturing plants, 3 innovation centers, 1 open innovation hub and a team of over 1,400 highly experienced professionals, the company serves artisanal and industrial players as well as foodservice operators and retail chains in more than 120 countries.

By combining its unique heritage and specialized technical expertise with world-class research and open innovation, CSM Ingredients group is committed to identifying emerging and growing trends in order to develop cutting-edge ingredients and tailored solutions for the bakery, fine pastry, dairy & non-dairy, ice cream, savory and gluten-free industries.

Following the acquisition in 2022 of HIFOOD, CSM Ingredients group today also offers a deep expertise and knowledge of applications and use of natural products, such as new fibers, proteins, gluten-free cores, additive-free and plant-based systems.

Together with Vitalfood by Italcanditi, Comprital and Rubicone, CSM Ingredients group is part of an Ingredient-Tech Platform which aims to enable Taste and Nutrition for a New World.

Please visit www.csmingredients.com to learn more.

Contacts

CSM Ingredients group

Silvia Assirelli, Head of Corporate Communication, e-mail: silvia.assirelli@csmingredients.com

Ad Hoc Communication Advisors

Sara Mastrorocco, Mob: +39 335 1415590 – e-mail: sara.mastrorocco@ahca.it

Ivan Barbieri, Mob: +39 335 1415581 – e-mail: ivan.barbieri@ahca.it

Maria Lucia Boi, Mob: +39 342 6523390 – e-mail: marialucia.boi@ahca.it

