



## Better COOKIES

with Brownulated®  
Brown Sugar



### Ingredient Options

PRODUCT		DESCRIPTION	BENEFITS	AVAILABLE IN / PACK FORMATS
White Granulated Sugar		A fine white crystalline sugar.	<ul style="list-style-type: none"> <li>Perfect for baking, blending easily to ensure smooth results</li> <li>Its high-clarity, superfine crystals blend into any mixture</li> </ul>	Retail, Foodservice and Industrial pack formats
Brownulated® Brown Sugar		Free flowing brown sugar derived from sugarcane. Produced by our crystallization process. Available in Granules or Powder. Color: 9,000 IU	<ul style="list-style-type: none"> <li>Free Flowing, low moisture</li> <li>Clean label</li> <li>Quick dissolving</li> <li>Gives baked products an appealing brown color</li> <li>Adds depth of flavor and caramel notes to cookies and cakes</li> </ul>	50 lb bag

### Our Recipe: Using Brownulated® Brown Sugar

INGREDIENTS	%
Cake Flour	27.5
Vegetable Shortening	13
Brownulated® Brown Sugar	18.3
SMP (Skimmed Milk Powder)	1.1
Salt	0.25
Baking Powder	0.85
Water	4
Chocolate Chips	25
Glucose Syrup 63DE	10

METHOD
Mix all ingredients except flour and chocolate for three minutes at medium speed
Add flour and mix again for 40 seconds at low speed
Add chocolate chips and mix for 20 seconds at low speed
Rest for 10 mins
Portion 1.5 oz pieces
Bake for 5 mins at 400°F



"The [Brownulated®] Brown Sugar improves the appearance of the cookies, giving them a more golden brown appearance when compared to the control."

Source: Reading Scientific Services Ltd 2014

## Advantages of Brownulated® Brown Sugar

✓	Gives appealing golden brown surface color to cookies
✓	Gives great depth of flavor and caramel notes without need for caramel flavoring
✓	Free flowing brown sugar makes mixing and processing easy

## Test Results

TIME 0 DAYS	CONTROL: USING WHITE GRANULATED SUGAR	TEST: USING BROWNULATED® BROWN SUGAR
Appearance	Pale surface with golden brown edges	Deep golden brown
Aroma	Sweet Chocolate	Less sweet than control Caramel notes Chocolate
Taste/Texture	Sweet Soft and chewy	Softer and chewier than control, more dense Caramelised flavors present. Not as sweet as control
Aftertaste	Lingering Sweetness	Caramelised flavors
Pictures		

Note on Methodology: The control formulation was developed to reflect industry norms by an independent food laboratory. In the Control formulation, Granulated White Sugar was used. This was replaced by Brownulated® Brown Sugar in the test recipe.

Source: Reading Scientific Services Ltd 2014

## Contacts

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