

Optimise formulation cost - Shield against expensive and volatile raw materials

How we recreated egg-like performance in an egg-reduced snack cake

Opportunity

In snack cakes, egg price volatility adds cost pressure to an already demanding formulation brief. Consumers still expect soft texture, moist crumb, appealing structure, and accessible eating experience — particularly in convenient, on-the-go formats. Reducing eggs without compromising volume, mouthfeel, or visual appeal has become one of the category's most critical reformulation challenges.

Customer Challenge

A global customer aimed to reduce eggs by up to 67% to manage cost-in-use and supply risk. Early trials fell short — producing weaker batter aeration, lower bake volume, firmer crumb, and inconsistent structure. Removing eggs had disrupted four critical functionalities at once: emulsification, aeration, structure building, and moisture retention.

Solution

We introduced HAMULSION® Functional Stabiliser System to replicate egg's multi-functional role in high-ratio cakes. By strengthening batter structure and stabilising aeration through mixing and baking, it restored the volume, softness, moistness, and springiness that consumers expect — enabling a cost-effective, scalable path to egg reduction without compromising the eating experience.

Differentiation

We addressed the full complexity of the challenge, not just part of it. HAMULSION® delivered consistent, egg-like performance across structure, texture, and stability — reducing cost-in-use and supply exposure while giving the customer the confidence to scale and bring a reformulated product to market.

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The value you get

Formulation Cost Reduction

Egg-like performance

Scalable and reliable supply

Shielded against volatility

Up to 67%

Egg reduction



Target taste profile

Sensory experience parity, maintaining softness, moistness and Springiness, visual appeal.



Lower associated costs of Reformulation

Speed, accuracy and performance with our functional system.



Total cost savings:

Up to 40%