



# KEEP FOODS FRESHER, SAFER & LONGER

Antimicrobial | Mold Inhibitor | Antioxidant



# Major Challenges of Food Industry



- **Short Shelf Life**
- **Deterioration In Food Quality**
- **Food Spoilage Due To Microbial Contamination**
- **International Regulatory Compliance**

“Our motto is to made Food Better, Fresher, Safer And Longer with our specially designed food additives for various food application”



# FOOD OXIDATION

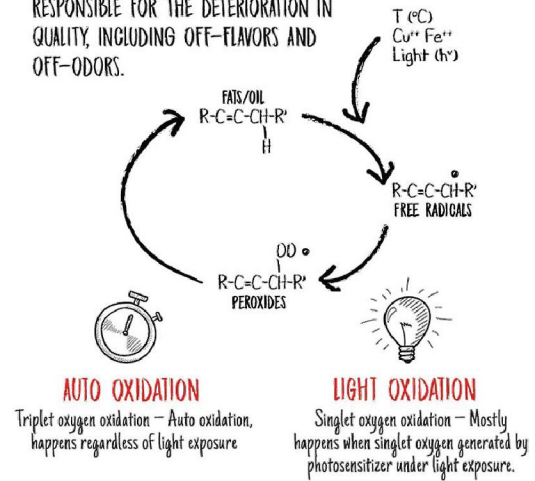
## Oxidation is the Enemy for Food

Oxidation, a chain reaction that occurs in the presence of oxygen, is responsible for the deterioration in the quality of food products, including off-flavors and off-odors. It is affected by processing, packaging and storing methods, as well as product ingredients.

In general, oxidation causes the quality of food products to deteriorate, becoming unsafe for consumption, thereby resulting in shortened shelf life and profit losses. This is the biggest enemy of food.

### LIPID OXIDATION

RESPONSIBLE FOR THE DETERIORATION IN QUALITY, INCLUDING OFF-FLAVORS AND OFF-ODORS.



Color, Flavor, & Texture Degradation



Quality Deterioration



Shortened Shelf Life

## THE SOLUTION

Protect Food Products From Oxidation, Microbes & Mold

- Antioxidants
- Antimicrobials
- Mold Inhibitors



# HOW WE ADDS VALUE TO YOUR BUSINESS

Shelf Life & Quality  
Improve Solutions For  
Sweets &  
Snacks, Bakery,  
Namkeen and  
HORECA Segments



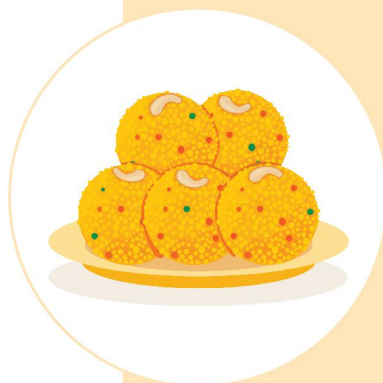
## Mithai Culture

**Application :** All Type of Indian Ethnic Sweets like Milk base, Khoa (Mawa) base, Dry Fruit base, Besan (Ghee) base & All types of laddu etc.

**Key Benefits :** Protect from Fungus, Sourness, control the dryness and extend the shelf life up to 3 times. Maintain Product quality without changing taste and colors.

**Dosage :** Add 0.1 - 0.3 % (1 gm to 3 gm) Per Kg sweets output.

(For 1 Kg Sweets Output use 1 gm to 3 gm Maxon Mithai Culture at the time of processing)



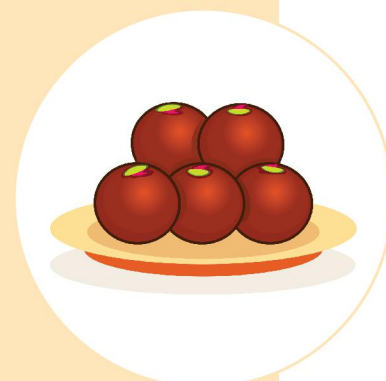
## Mithai Punch

**Application :** All Type of Indian Ethnic Sweets Especially Milk base, Khoa (Mawa) base, Dry Fruit base.

**Key Benefits :** Protect from Fungus, Sourness, control the dryness and extend the shelf life up to 3 times. Maintain Product quality without changing taste and colors.

**Dosage :** Add 0.1 - 0.3 % (1 gm to 3 gm) Per Kg sweets output.

(For 1 Kg Sweets Output use 1 gm to 3 gm Maxon Mithai Punch at the time of processing)



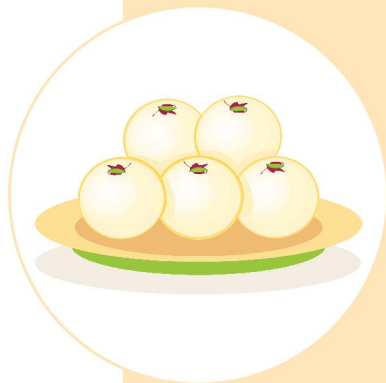
## Chhena Culture

**Application :** Indian Ethnic Bengali Sweets (Chhena base Sweets)

**Key Benefits :** Protect from Fungus, Sourness in sugar syrup and extend the shelf life up to 3 times. Maintain Product quality without changing taste and colors.

**Dosage :** Add 0.1 - 0.3 % (1 gm to 3 gm) Per Kg sweets output.

(For 1 Kg Sweets Output use 1 gm to 3 gm Maxon Chhena Culture at the time of Chhena Kneading)



## Crystal Clear

**Application :** For Sugar Syrup and other syrup based sweets

**Key Benefits :** Control the sugar crystallization, maintain product softness and long lasting shining

**Dosage :** Add 0.2 % (2 gm) per Kg Sugar  
(For 1 Kg Sugar use 2 gm Maxon Crystal Clear)



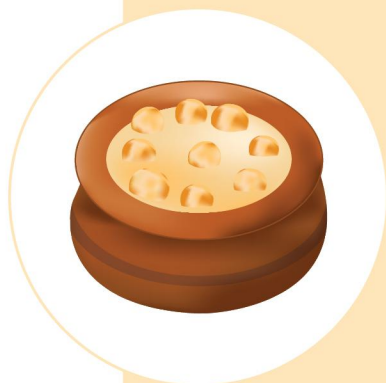
## Liquid Booster

**Application :** All Type of Indian Ethnic Liquid Sweets Rabdi, Basundi, Ras Malai, Kheer, Payasam.

**Key Benefits :** Protect from Fungus, Sourness and control the micro bacterial growth.

**Dosage :** Add 0.1 - 0.2 % (1 gm to 2 gm) Per Kg ready output.

(For 1 Kg Sweets Output use 1 gm to 2 gm Maxon Liquid Booster at the time of processing)





## Fry Smart Crispello

**Application :** All Maize flour and Gram flour base namkeen and snacks

**Key Benefits :** More Crispiness and Crunchiness in Product, reduce 20% oil in dough, especially long-lasting the crispiness in Samosa, Kachori and matthi.

**Dosage :** Add 0.5 % (5 gm) Per Kg Maize or Besan and reduce 20% oil in dough  
(For 1 Kg Maize use 5 gm Maxon Fry Smart Crispello)



## Fry Smart Enrich 06

**Application :** Frying Oil / Ghee

**Key Benefits :**

- Work as an Antioxidant,
- Control blackening and thickening of oil during frying,
- Reduce Oil Evaporation (Oil Saving),
- Reduce oil intake in fried product up to 15%,
- Increase oil frying cycle,
- Increase the shelf life of fried product

**Dosage :** Add 0.1 % (1 gm) per Kg frying oil  
(For 1 Kg Frying Oil use 1 gm Maxon Fry Smart Enrich 06)



## Bake Smart Enrich 08

**Application :** Dry Bakery products Toast, Rusk, Khari, Biscuits, cookies, etc

**Key Benefits :** Enhance shelf life, provide ease of application, uniform distribution, prevents rancidity

**Dosage :** Add 0.1 % (1 gm) per Kg Fat/Oil used in dough  
(For 1 Kg Fat/Oil use 1.2 gm Maxon Bake Smart Enrich 08)



## Cake Culture

**Application :** Wet Bakery products Like Cake, Muffins & Pastry.

**Key Benefits :** Prevent growth of bacteria and molds, effective at low concentration, retains freshness for longer duration flavour remain unchanged, Excellent solubility, Extend the shelf life.

**Dosage :** Add 0.3% (3gm) per Kg dough  
(For 1 Kg dough use 3gm Maxon Cake Culture)



## Enrich 03

**Application :** All types of Chutney, Papad, Sauce, Gravy, etc

**Key Benefits :** Increase the shelf life, control the microbial spoilage, Improve the quality

**Dosage :** Add 0.15 % (1.5 gm) per Kg output  
(For 1 Kg gravy use 1.5 gm Maxon Enrich 03)

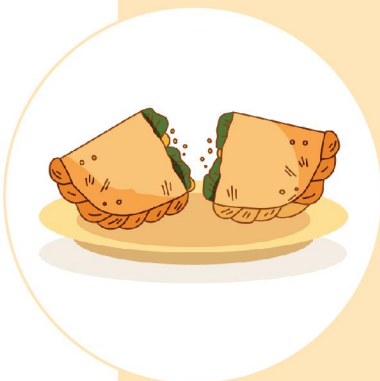


## Stuffing Pro

**Application :** All types of Stuffing (Pudding) Products and Dry fruits Slice

**Key Benefits :** Control the microbial spoilage, Increase the shelf life, Improve the quality and maintain freshness and taste

**Dosage :** Add 0.1 % (1 gm) per Kg output  
(For 1 Kg Stuffing use 1 gm Maxon Stuffing Pro)



# SHELF LIFE SOLUTION FOR FOOD INDUSTRY



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