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(54) Title: METHOD OF EXTENDING BREAD SHELF LIFE

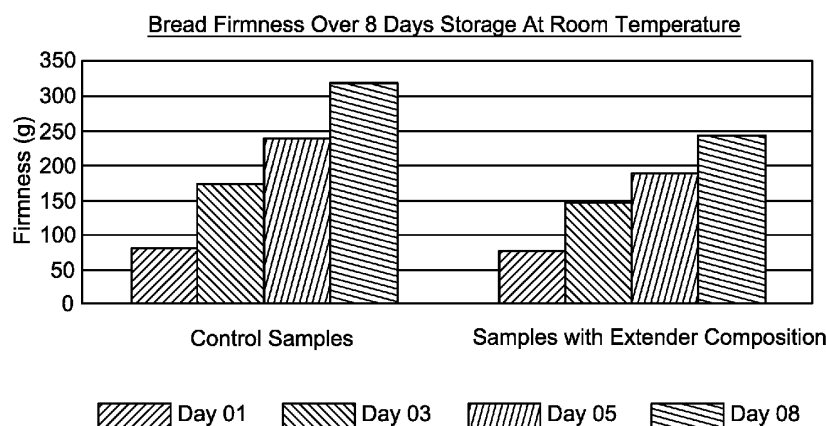


FIG. 1

(57) **Abstract:** A method of extending the shelf life of a baked bread product containing wheat flour, includes providing for addition to a dough mix containing at least a portion of the wheat flour in the baked bread product recipe, an integrated shelf life extender composition which comprises in weight percent based on the total weight of the shelf life extender composition: a) about 10 wt.% to about 80 wt.% of at least one fat composition; b) about 1 wt.% to about 10 wt.% of at least one hydrocolloid adsorbent; c) about 1 wt.% to about 5 wt.% of at least one glyceride; d) about 1 wt.% to about 5 wt.% of at least one dough strengthened e) about 1 wt.% to about 10 wt.% of at least one flavour component. The integrated shelf life extender composition is added to the dough mix in an amount of about 0.5 wt.% to about 2 wt.%, based on the total weight of the baked bread product recipe. The dough mix containing the shelf life extender composition is thereafter incorporated into the baked bread product recipe. In a particular embodiment, the baked bread product is white bread.

[Continued on next page]

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