

Lurpak Soft

For baking and cooking professionals

Fast Performing, Multi-Purpose Butter Blend

With a lighter flavour and clean aroma, Lurpak Soft delivers the essential properties of butter but with enhanced functional benefits such as a soft texture, shorter thawing time and quicker mixing time. This not only results in enhancing the working efficiency within the professional kitchen but it also delivers the ideal texture and quality of baked goods suited for Asian consumers. Available in a 5kg bag in box, Lurpak Soft is easy to handle and is also highly-versatile to be used across a variety of applications and recipes.



Improve Your Kitchen Efficiency

1. Quick To Use With Delicious Results

Made with a tried and tested recipe, Lurpak Soft is a butter blend that is versatile and easy to use. Featuring 78% fat, of which 67% is butter fat and 33% vegetable fat, Lurpak Soft requires a reduced thawing time and a shorter mixing time in the kitchen.



2. Easy To Handle

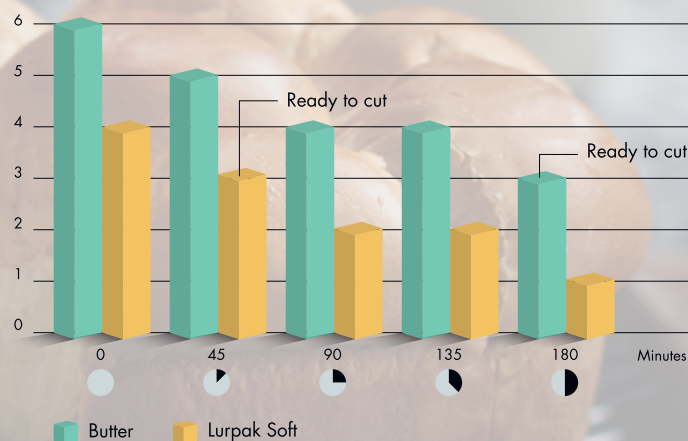
Presented in a 5kg bag in box, Lurpak Soft is easy to store and utilise for your daily usage. It is also easy to handle, allowing chefs to scoop, cut, portion and spoon what they need for their dishes and recipes.

3. Save Time, Increase Efficiency By 300%*

From a chilled temperature of between 2°C - 8°C, Lurpak Soft can be mixed and used immediately in recipes and applications. It only takes 45 minutes to cut from frozen condition. This along with its softer texture enhances working efficiency by as much as three times.

*Measured against reduced thawing time and decreased mixing time during the creaming process.

Cutting Firmness



Bake, Spread, Cook & Sizzle

Boasting the sensory properties of butter with the added benefit of a lighter flavour and cleaner aroma, Lurpak Soft is perfectly suited for a wide range of culinary applications. Made with butter and Rapeseed Oil, it also adds tenderness and helps prevent baked goods from drying. With its ability to also enhance the flavour and aroma of other complementing ingredients, Lurpak Soft is the ideal butter blend for kitchen professionals.



Sensory Properties

Aroma	Clean and balance mild aromatic lactic culture
Flavour	Lighter natural dairy taste
Colour	Light yellow
Appearance	Dense and homogenous surface, matte

Key Product Benefits

LESS THAWING TIME NEEDED

Bakery and pastry applications including frozen dough, soft bread and cakes.

MILD BUTTER TASTE

Perfectly suited for a wide variety of flavoured cakes and bread.

SPREADABLE BUTTER

Soft texture ideal for spreading on bread, sandwiches and toast without compromising on the flavour of butter.

SOFT AND MOIST FOR 48 HOURS

The addition of Rapeseed Oil keeps baked goods soft and moist without having to add vegetable oil into the recipe.

EVEN CARAMELIZATION, HIGH SMOKE POINT & SPOON-ABLE

Suitable for melted butter hot application and pan frying.

Recommended usage

- Use product as recommended, right out of the fridge for optimum performance.
- It is not advisable to leave product in ambient temperature (>15 °C) for too long in order to preserve its quality and performance.
- Not recommended for laminated dough.





Lurpak Soft

Multiple possibilities right out of the fridge

Applications:

Perfect for cakes, pastries and breads

Suitable for melted butter hot application

Easy to spread on bread and toast




ARLA PRO.


Ingredients:

Butter, Rapeseed Oil (Allergen: Milk)

78% Fat Content

 Frozen -18°C: 365 days

 Chilled 2°-8°C: 70 days

 5kg

 Denmark

Nutrition Information

Serving Size	Per 100g
Energy(kcal/kj)	706/2905
Protein(g)	0.5
Fat(g)	78
Saturated fat(g)	35
Monounsaturated fat (g)	27
Polyunsaturated fat (g)	82
Cholesterol (mg)	141
Carbohydrates (g)	0.6
Sugar (g)	0.6
Dietary fibre (g)	0
Sodium (mg)	3



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