



saf-instant® *The Original*
Home Baking





The Original

Over the years, Saf-Instant has become a brand which is well known, recognised and appreciated all over the world and is now the leading product in the international dry yeast market.

Authentic

The first instant dry yeast in the market, Saf-Instant very quickly revolutionised the lives of bakers by offering a high quality yeast accessible to all, even in the most difficult bread-making environments.

Unique

Whatever the type of bread or production method, Saf-Instant offers superior fermenting power and great stability. A product of Lesaffre's expertise, Saf-Instant yeast is manufactured within ultra-modern production sites, which guarantees its consistency and unrivalled food safety.

Innovative

Saf-Instant benefits from the latest Lesaffre research and is continually improving its range and the performance of its yeasts to closely reflect a changing market.



*A thousand ways to make bread
but only one yeast!*

Home Baking

Very popular with consumers due to the quality and performance of its products, Saf-Instant offers instant dry yeast suitable for every recipe: breads, brioches and pizzas.



Red Standard

for lean or low sugar dough
(0 to 10% of sugar on weight of flour).



Gold Standard

for high sugar dough
(from 5% sugar on weight of flour).

BENEFITS

- ✓ Ready-to-use, Saf-Instant provides equal distribution of yeast in the dough. It helps to create tasty, well risen bread.
- ✓ No need to add water before use.
- ✓ Ideal for bread-making in ovens and home baking machines.
- ✓ Long shelf-life: 2 years from date of production unless otherwise stated.

PACKAGING

- Different sizes and types of packaging are available for consumer demand across the market: single sachets, multi packs and display cartons.
- Available in 125g vacuum packs or in 11g sachets.

ATTRACTIVE MERCHANDISING

Lesaffre has developed a range of marketing materials specifically designed to increase visibility of Saf-Instant in store and optimise sales: display units, advertising, posters, shelf talkers...

A brand geared towards innovation

In a fast paced and ever evolving market, Saf-Instant is always listening to the demands of its customers while expanding its range to include products which perform even better and are even easier to use:

Saf-Instant Plus, Saf-Instant Mix...



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