



GOWELL®
TASTY PROTEIN

GOWELL® TASTY PROTEIN

WITH THE POWER OF FOUR PLANT-BASED PROTEINS

The trend towards health-conscious eating continues unabated. High-protein foods are in particularly high demand among consumers, and

Proteins are essential building blocks for cells, tissue, enzymes, hormones and antibodies and they provide energy. The decisive factor for a balanced, protein-rich diet is not the absolute quantity of protein, but its quality, i.e. amino acid composition and digestibility. Ideally, the protein intake should be covered by both animal and preferably plant-based foods.

**CEREALS, LEGUMES
AND OILSEEDS LIKE
SEEDS AND KERNELS,**
among others, are sources of high-quality plant-based protein.

25 %

of consumers already purchase bread and baked goods with protein claims.

Source: Innova Report, Bread and Bread Products in Europe, February 2026

NO COMPROMISE ON TASTE AND TEXTURE.

With GoWell Tasty Protein, we have developed an innovative blend of four different plant proteins that fulfils these requirements. The protein mixture of fava bean, yellow pea, sunflower seeds and wheat not only have a high protein content of 60 %, this carefully balanced combination also provides a well-adjusted amino acid profile.

And in terms of flavour? Unlike conventional protein baked goods, GoWell Tasty Protein offers a real taste experience with its pleasant, neutral flavour without the typical off-taste of pulses. Specially developed for light-coloured baked goods, the product has a pleasantly short bite and a good mouthfeel.

The GoWell Tasty Protein mix can be easily integrated into existing recipes. Due to the high protein content, a low dosage is sufficient to effectively increase the protein content in bread, rolls, fine baked goods and long-life baked goods. The low dosage also enables cost-effective production of the products.

FULL OF PROTEIN. FULL OF FLAVOUR.

GoWell Tasty Protein can be used in light-coloured baked goods such as bagels, burger buns, toastables and soft breads. Be inspired by our recipe ideas. Good to know: Our protein mix is also suitable for sandwiches, baguettes, pretzels, pancakes and much more. We can be your partner in the realisation of your ideas.

HIGH
PROTEIN
CONTENT

with a content
of 60 %

BEST
FLAVOUR

pleasant, slightly
nutty taste

EASY TO
PROCESS

without major adjust-
ments of the recipe

COST-
EFFICIENT

low dosage due to the
high protein content

CLAIMS

high in protein, clean
label and vegan

SUSTAINABLE

with side stream ingredients that
reduce environmental impact

PROTEIN SOFT-BREAD

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		7,300 g
GoWell Tasty Protein		2,000 g
Slow Milling Roggenmalz-Flocken (Rye malt flakes)		700 g
GOOD Super Fresh		50 g
Sunflower seeds		500 g
Sugar		300 g
Vegetable oil		300 g
Yeast		400 g
Salt		180 g
Water (approx.)		5,300 g
Total dough		17,030 g
Processing		
Dough temperature		26 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		600 g
Make-up		
Mix all the ingredients into a homogeneous dough. After the dough has rested, weigh, round, and leave it to relax briefly. Then, shape it into an oblong form, roll it in decorations, place it in trays, set it to proof, and bake.		
Decoration	Slow Milling Kartoffelflocken (potatoe flakes), sunflower seeds	
Final proofing	¾ proof, then bake with a slight steam injection	
Baking temperature	230 °C (10 °C under baking temperature for rolls) falling to 190 °C	
Baking time, approx.	35 minutes	
Venting	1 minute before the end of the baking process	





PROTEIN BUN

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		8,000 g
GoWell Tasty Protein		2,000 g
GOOD Brioche 3 %		300 g
Sugar		300 g
Vegetable oil		300 g
Yeast		500 g
Salt		150 g
Water (approx.)		5,800 g
Total dough		17,350 g
Processing		
Dough temperature		26 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		65 g
Make-up		
Make a well-kneaded dough from all the ingredients. After the dough has rested, scale and round it, then place it on bun baking trays for proofing. After proofing, spray with a glossy coat, sprinkle with decorations if desired, and bake.		
Decoration	Slow Milling Goldkruste (barley germ granules)	
Final proofing	full proof	
Baking temperature	260 °C (20 °C over baking temperature for rolls)	
Baking time, approx.	7 minutes	
Venting	1 minute before the end of the baking process	

PROTEIN BAGEL

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		7,300 g
GoWell Tasty Protein		2,000 g
Slow Milling Roggenmalz-Flocken (Rye malt flakes)		700 g
GOOD Brioche 3 %		150 g
Sunflower seeds		500 g
Sugar		300 g
Vegetable oil		200 g
Yeast		400 g
Salt		180 g
Water (approx.)		5,600 g
Total dough		17,330 g
Processing		
Dough temperature		26 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		70 g
Make-up		
Make a well-kneaded dough from all the ingredients. After the dough has rested, weigh it, round it, and roll it out long. Fold the ends together and roll it up again. Moisten the surface and press it into the decoration. Place the dough on baking trays to proof.		
Decoration	Slow Milling Crusty Crust WHITE, sunflower seeds	
Final proofing	¾ proof, then bake with a slight steam injection	
Baking temperature	230 °C (10 °C under baking temperature for rolls)	
Baking time, approx.	10 minutes	
Venting	1 minute before the end of the baking process	





PROTEIN TOASTABLE

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		8,200 g
GoWell Tasty Protein		1,800 g
Wheat gluten		300 g
GOOD Super Fresh		50 g
Sodium di-acetate		40 g
Vegetable oil		200 g
Yeast		500 g
Salt		180 g
Water (approx.)		6,700 g
Total dough		17,970 g
Processing		
Dough temperature		30 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		60 g
Make-up		
Make a well-kneaded dough from all the ingredients. After the dough has rested, weigh it out, round it, roll it in decorations, place it in molds with lid to proof, and then bake.		
Decoration	Slow Milling Bellavita	
Final proofing	Full proof, bake with steam injection	
Baking temperature	280 °C (40 °C over baking temperature for rolls)	
Baking time, approx.	5 minutes	
Venting	1 minute before the end of the baking process	

PROTEIN SANDWICH

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		7,800 g
GoWell Tasty Protein		2,200 g
GOOD Super Fresh		40 g
Sodium-Diacetat		20 g
Sugar		300 g
Vegetable oil		400 g
Yeast		500 g
Salt		150 g
Water (approx.)		5,800 g
Total dough		17,210 g
Processing		
Dough temperature		28 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		850 g
Make-up		
Process all the ingredients using the all-in method to form a homogeneous dough. After the dough has rested, weigh, round, and leave it to relax briefly. Then shape it into an oblong shape, work it up using the four-piece method, and cook in the tin. After piece proofing, bake with the lid closed. After baking, turn the loaves out of the tin and leave to cool.		
Final proofing	¾ proof, bake with steam injection	
Baking temperature	210 °C (30 °C under baking temperature for rolls) increase to 230 °C	
Baking time, approx.	35 minutes	
Venting	1 minute before the end of the baking process	





PROTEIN SUB-BAGUETTE

Ingredients for dough		
Wheat flour, German type 550 (all-purpose flour)		7,400 g
GoWell Tasty Protein		1,800 g
Slow Milling Roggenmalz-Flocken (Rye malt flakes)		800 g
GOOD Brioche 3 %		200 g
Sunflower Seeds		600 g
Vegetable oil		100 g
Yeast		300 g
Salt		180 g
Water (approx.)		6,000 g
Total dough		17,380 g
Processing		
Dough temperature		25 °C
Mixing time in spiral mixer	Low speed High speed	3 minutes 5 minutes
Dough rest		10 minutes
Weight of dough piece		120 g
Make-up		
Make a well-kneaded dough from all the ingredients. After the resting time, roll out to approx. 14 mm thick, cut into 4 cm wide and 20 cm long strips, moisten the surface and press into decor. Place on baking trays to proof and bake.		
Decoration	Slow Milling Crusty Crust GOLD, sunflower seeds	
Final proofing	Full proof, bake with slightly steam injection	
Baking temperature	250 °C (10 °C over baking temperature for rolls)	
Baking time, approx.	12 minutes	
Venting	1 minute before the end of the baking process	

Have we inspired you?

Let us discuss in person what your new product
with GoWell® Tasty Protein could look like.

GoodMills Innovation GmbH

Trettaustraße 35
21107 Hamburg, Germany
T + 49 40 751 09 - 666

info@goodmillsinnovation.com
www.goodmillsinnovation.com