

Unity is strength

HANNEFORTH – FOOD FOR YOU, A BAKERY FROM WESTPHALIA, HAS DEVELOPED A SYSTEM THAT ENABLES ARTISAN BAKERIES TO PARTICIPATE IN THE MARKET FOR GLUTEN-FREE BAKED GOODS

++ figure 1



++ figure 1
Plantain chips ground into flour are one of the most important ingredients of gluten-free products

++ figure 2
Banos – extruded chocolate pillows as gluten-free breakfast cereals

++ figures 3+4
The range of pastry products includes muffins and sponge dough bases as well as biscuits and cakes

++ figure 5
Bakery in Horn, Germany

✚ The production of gluten-free baked goods not only requires a wealth of expert knowledge about raw materials but also a completely segregated production area including storage and packaging facilities that are entirely kept for gluten-free products. These high stakes are the reasons why most of the specialty baked goods for people suffering from celiac disease are produced on an industrial level and then distributed via different food retail channels or mail order businesses. Due to the respective storage and delivery times, fresh products remain a dream.

It is at this point that Udo Hanneforth and his company from Horn-Bad Meinberg, Germany, step in. Hanneforth is a cereal scientist. He has worked for many years at the Federal Cereal Research Institute in Detmold, Germany. In 2005, he opened a bakery specializing in products for people suffering from celiac disease. The product range that he offers distinguishes itself predominately by the raw materials used or not used. In order to be able to offer a range of products for people suffering from a number of allergies, he refrains from using soy, lupines and any type of hydrocolloids such as guar gum or carob gum. People with lactose intolerance will even find baked goods for their diet. Hanneforth is different from many others as he does not replace the

++ figure 2



wheat portion with corn flour as this not only causes a typical taste but also a quick retrogradation of the baked goods. He uses a complex mixture of flours composed amongst others from plantain flour which provides a variety of different tastes.

However, the biggest difference is the range of fresh bakery items offered by Hanneforth which are not just limited to customers living around the production site. The entrepreneur from Westphalia has set up in cooperation with a number of traditional branch bakeries whereby the bakeries order gluten-free baked goods for their customers from the surrounding areas. Hanneforth supplies them once a week with bread that is definitely not more than 24 hours old.

Hanneforth explains: "This may sound rather unspectacular for traditional bakeries, but people suffering from celiac disease will get a



Udo Hanneforth

Bakers interesting to learn more about the concept are welcome to contact Udo Hanneforth.
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completely new freshness experience which has up to now been reserved for healthy consumers only. At this point, our system meets the claim and reputation of craft bakeries. Local or regionally operating bakeries may offer something completely different from other retail or mail order companies to this group of consumers – a classical unique selling proposition. Added to this, we also offer consultations from our nutritionist, product presentations and baking workshops on site.”

For serving all of Germany or even other countries, the specialist for gluten-free baked goods is currently planning the joint set-up of a production which could then deliver the products into defined regions ultimately yielding to a large franchise network offering freshly baked goods for people suffering from celiac disease.

The range of fresh products for which the scientist has developed the respective recipes and processes comprises 13 different types of bread from the finest white bread to the hearty farmer’s style bread, a range of rolls with and without lactose, pizza crusts, sponge dough bases as well as



marble and nut cakes. The bakery also offers several types of baking mixes, flours, improvers and different kinds of biscuits. The latest additions to the range are Banos, gluten-free extruded breakfast cereals in pillow shape that have an intensely sweet, chocolate taste. They are also perfect little snacks. +++



++ figure 6 German leaflet: an unusual range of fresh products for people suffering from celiac disease can be ordered until 3 pm and picked up freshly made the next morning



++ figure 7 Farmer-style bread with seeds, lactose-free, suitable for a gluten-free diet for patients suffering from celiac disease – List of ingredients: Rice flour, water, seeds (20%, linseeds, sunflower seeds, pumpkin seeds), egg white, apple fiber, buckwheat flour, plantain flour, baker’s yeast, inulin, powdered fat (unhydrogenated palm fat), salt, acidifier: citric acid