

Ideas instead of additives

CONSUMERS ARE LOOKING FOR FUNCTIONAL FOOD THAT DELIVERS ALL THE NUTRITIONAL BENEFITS WITHOUT THE USE OF CHEMISTRY



+ Society is ageing; minor ailments and the fear about one's own destiny seem to be rapidly approaching. Men and women are trying to counteract this development and all products promising more health and fitness are booming. Obesity and diseases caused by malnutrition govern the mass media headlines in Central Europe. In this context, it is often ignored that the conclusions and results are sometimes based more on religion-based opinions rather than sound scientific findings.

Eating, as a means to only satisfy hunger – that is in the past! Alternatively, eating just for pleasure; that is suspicious because pleasure is always considered to be somewhat decadent. Therefore, today's motto is: "Eating for health".

However, there seems to be a declining number of people who can cook properly, have time for food shopping, dare to prepare a meal or decide on the composition of their meals, all by themselves. This is now all down to the suppliers of food products.

This attitude has created a market which promises to reach gigantic proportions and also leaves room for many new ideas which promise higher margins than the slogan "stinginess is cool" which identified products from bygone years. The keyword of the future is functional food; food products which promise satiety and pleasure and deliver certain health benefits.

However, this market holds many challenges. First of all, it has already introduced do-gooders and officially appointed consumer protection guards who are seeking to eradicate exorbitance and mislead. On a European level, this has resulted in a change of paradigm in the wording of directives and laws. Also, with the so called health claims directive

coming into force in all countries, health promising statements may only be made if explicitly approved by official authorities.

Secondly, the consumers – the majority being older – have a diversified emotional relationship to food and in particular to bread. It is not coincidental that bread is used in many proverbs and sayings as a synonym of life.

Each type of bread is healthy, some more, some less – this formula is still present in the heads of many consumers in Central Europe. "Adding value" to bread, by using functional ingredients, will soon reach its limit if it is connected with chemistry in the broadest sense. Here, the term chemistry is not used in its real meaning but rather as an overall term for everything that is unknown or whose origin is not quite comprehensible. This is even true for vitamin C when it is labeled as ascorbic acid. The differentiation is not always linguistic; it is more aimed at the question as to whether this vitamin was derived from nature or produced synthetically.

The feelings of the consumers are becoming more suspicious. The two-digit growth of organic products is proof of this.

However, the next three articles show clearly that there are ways to define and market the nutritional functionality of the grain kernel, mainly in whole-meal products. Two of these examples deal with the use of new/ancient wheat varieties which soothe the often bitter and slightly acidic taste of conventional whole-meal breads and provide for a nutty flavor. The third example explains how the color and the taste of a flour can be modified by a patented milling process so that the resulting bread delivers the nutritional benefits of a whole-meal product without the sensory drawbacks, while also binding more water at the same time. +++



Combining technology with taste



VMI industry has more than 60 years' experience as a supplier of baker's mixers for industrialists on 5 continents: thousands of operating mixers and the widest range on the market. The obsessions of VMI are quality and innovation: continuous mixers, Verymix III, carousels, planetary mixers, etc. VMI's footprint grows ever bigger in the bakery world because of its basic values: advanced technology and a concern for the quality of the finished product. Good taste in research.

