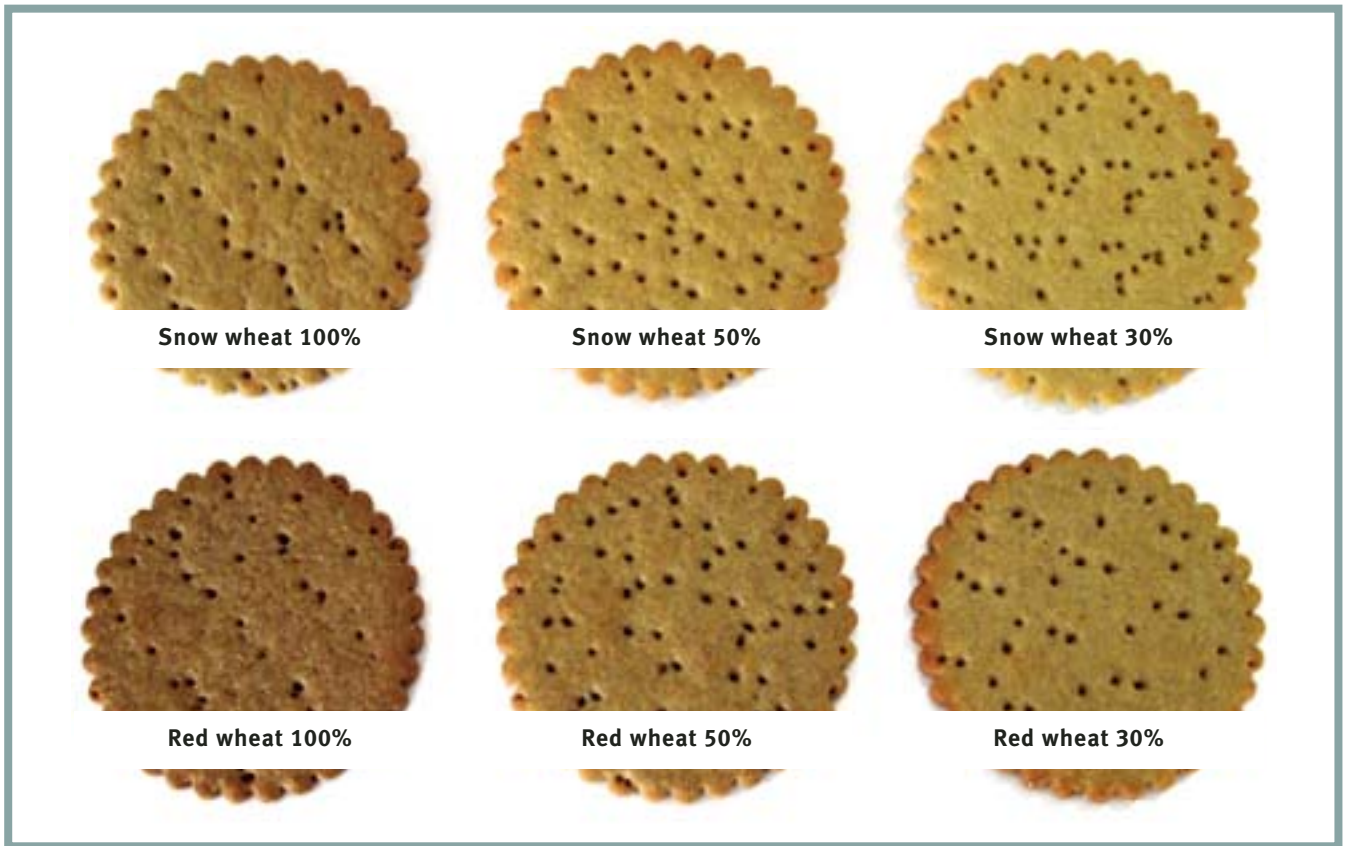


Almost as white as snow

WHOLEMEAL FLOURS, MADE FROM WHITE WHEAT, HAVE A LIGHTER COLOR AND A LESS BITTER TASTE WHEN COMPARED TO TRADITIONAL WHOLEMEAL FLOURS



+ Kampffmeyer Food Innovation GmbH, Hamburg, Germany, has developed a tailor-made concept which offers the possibility that mothers and children might finally agree on the type of bread they eat.

“Who said you couldn’t have both?” With this slogan, American ConAgra Foods Inc., Omaha, Nebraska, launched Ultragrain, a white wholemeal wheat flour, at IBIE in Las Vegas, in 2004.

According to the President and CEO of ConAgra Foods Commercial Products, Greg Heckman, this flour provides the food industry and its customers with the first wholemeal flour that combines preferred taste and texture with nutrition. „It’s not enough to provide just a nutritious product; you have to provide a product that consumers love to eat. Ultragrain delivers the best of both worlds,” he reports.

Heckman described a common problem, the difference between delusions and reality. Nutritionists, mothers and reasonable consumers support the consumption of wholemeal products. But the reality is different. This is mainly due to the properties of whole grain products which children, teenagers and young adults dislike: The color of the crumb is often grayish-dark, the crumb itself very dense and the taste is something one has to get used to. These properties compete with the soft and fluffy hamburger bun from McDonalds

and the chewy American toast at home. It is no wonder that the wholemeal products are runner-ups. The real consumption habits and preferences of large parts of the population are not compatible to wholemeal.

ConAgra Foods deserves the credit for having recognized these problems and for finding solutions. The types of bread made from Ultragrain flours, introduced by bakery groups like Sara Lee and Interstates Bakeries in the US, are amongst the most successful recent product launches on the highly competitive American bread market. The secret behind this success is the use of white wheat varieties. Compared to the commonly used soft wheat varieties which are derived from red wheat, white wheat products are much lighter and contain significantly less bitter tasting phenolic compounds. White wheat varieties, in general, are made from winter wheat which comes in a wealth of different varieties that can be distinguished by their composition and their preferred growing habitats.

In Germany, Kampffmeyer Food Innovation is one of the pioneers in the field of white wholemeal wheat flour. They distribute their product under the brand “Snow Wheat”. Similar to the American companies, Kampffmeyer has also developed their own multi-stage grinding, milling and selection processes for their concept.

White wheat is grown in the US, Asia and Australia. In Europe, it is cultivated mainly in Scandinavia, England and in



certain regions of France because it has special demands in terms of soil and climate. First cultivation trials in Germany have also been successful. According to Kampffmeyer, the supply is ensured.

During the production of Snow Wheat, the delicate germ as well as the bran and the flour middlings are treated separately from the ground endosperm and combined in a wholemeal micro granulate.

According to Kampffmeyer, this micro granulate can be added in the bakery to common wheat pastry flour in order to justify a wholemeal health claim. The wholemeal portion to be claimed varies depending on the amount of granulate added. 18 kg micro granulate and 82 kg wheat pastry flour will yield 100 kg wholemeal flour. Of course, ready to use wholemeal flours are also part of Kampffmeyer's product range. Dough made with a certain amount of white wheat flour is much lighter than dough made with wholemeal flour from red wheat. Due to the lower phenolics content, the taste is mel-



low and slightly sweet. The multi-stage grinding process reduces the particle size in the flour and increases the water absorption capability.

The color of the dough and baked goods made with Snow Wheat is much lighter than can be achieved with red wheat wholemeal flours. The nutritional value is comparable and much better than for baked goods made from highly refined flour. +++

Nutritional facts for SNOW WHEAT wholemeal flour (in 100 g)

This data is subject to deviations commonly occurring in natural products:

Calorific value: 1335 kJ, 315 kcal

Proteins: 11.2 g

Carbohydrates: 63.7 g

Sugars: 0.8 g

Fat: 1.7 g

Saturates: 0.7 g

Dietary fiber: 10.0 g

Sodium: 3.4 mg

Magnesium: 72.9 mg

Calcium: 29.0 mg

Iron: 3.1 mg

Potassium: 326.2 mg

Vitamin B1: 0.2 mg

Vitamin B2: 0.1 mg

Vitamin B6: 0.3 mg +++

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