

# Emphasis on functionality

THE USE OF PURPLE WHEAT IS INCREASING THE NUTRITIONAL FUNCTIONALITY OF THE GRAIN AND THE HEALTH BENEFITS OF THE PRODUCTS



+ At IBA 2006, in Munich, Austrian raw material supplier backaldrin introduced, for the first time the brand “PurPur” for a range of ready mixes based on the exclusive use of purple wheat. The psychological success was overwhelming. Every second visitor carried a “PurPur” bag on his way through the halls. This surprise coup was followed by economic success. The mixtures made from purple wheat, rye flour and nuts, sunflower seeds or linseeds are embedded in marketing concepts for whole grain products, rolls, ciabatta and hearty bars. They are sold in more than 25 countries worldwide.

Communication relating to the benefits of purple wheat is geared to nutritional aspects based mainly on anthocyanins. These coloring substances are responsible for the reddish hue of the grain kernel and thus the name purple wheat. Anthocyanins are secondary compounds from plants, so called phytochemicals (Greek: Anthos = blossom, kyanos = blue). Anthocyanins are most commonly found in the outer layer of plants.

Anthocyanins are one class of flavonoid compounds, which are widely distributed as plant polyphenols. Interest in anthocyanin pigments has intensified because of their possible health benefits as dietary antioxidants. There is considerable scientific evidence that dietary anthocyanin pigments and polyphenolics may have preventive and therapeutic roles in a number of human diseases. They can delay blood clotting and prevent thrombocytes from aggregating. They can also

influence the eyesight and protect large and small blood vessels from oxidative damage. Last, but not least, they are said to have anti-inflammatory properties and contribute to reducing cardiovascular diseases.

In a study at the University of Applied Sciences in Wels, Austria, it was found that 100 g PurPur wheat kernels contained 450 mg polyphenols. According to this study, the anthocyanin content is 20 mg/100g and thus comparable to that of red wine.

The origin of purple wheat is probably an ancient grain variety from Africa which has been rediscovered by the Austrian plant breeding and seed producing company, Saatbau Linz GmbH. Purple wheat is patent protected. It is suitable for autumn and spring sowing and is being grown con-

ventionally and in organic cultivation. In 2007, Austrian farmers grew purple wheat on about 700 ha. This year it will be at least the same. Purple wheat has a 25-30% lesser yield compared to modern wheat varieties. This makes purple wheat more expensive. Saatbau Linz GmbH sells this wheat as grain kernels or flakes in organic supermarkets. backaldrin is the distributor for the bread and baked goods sector. Currently, a brewery is testing the purple wheat for beer making.

From the baking point of view, purple wheat is comparable with conventional grain. The product, provided by backaldrin, is mixed with water and yeast to form dough which is then processed just as dough made from other wheat varieties. +++



# HabasitLINK® & relax

HabasitLINK® modular belts are so reliable that you can start thinking about how to take advantage of it.



4.136ADV.MOD-en0706HQR



Your business is tough enough. Don't let your belts take away your quality time. Our innovative HabasitLINK® plastic modular belts stand out with remarkable longevity, benchmark dependability, and near-zero maintenance. If you think downtime is an unavoidable fact of life, let Habasit change your mind. So, relax instead of working overtime.

Habasit is the full-range belting manufacturer to the bakery and biscuit industry. Our belts are engineered for easier cleaning and to provide longer service life. Contact us for a solution if you want to improve throughput and reduce down-time.

Tel: +41 (0) 61 715 15 15  
Fax: +41 (0) 61 715 15 55  
Email: [info@habasit.com](mailto:info@habasit.com)  
[www.HabasitLINK.com](http://www.HabasitLINK.com)

Habasit – Solutions in motion

