

## ++ WILD INTRODUCES STEVIA SWEETENER

Stevia has not yet been approved as a sweetener within the EU (except France). However, the producers expect the approval to be granted in 2011/2012. Flavor specialist Rudolf Wild GmbH & Co. KG, Heidelberg, Germany, has joined forces with stevia producer Sunwin International and developed a range of sweeteners for the food and beverage industry.

In the USA, Sunwin International Nutraceuticals Inc. and WILD Flavors Inc. have already received official notification defined as "Letters of No Objection" from the U.S. Food and Drug Administration (FDA) that the agency has reviewed the independent research submission and agreed that Sunwin stevia extracts are Generally Recognized As Safe (GRAS). Manufacturers aiming at developing products sweetened with stevia for the European market should go ahead so that the concepts are ready and can quickly be implemented once this sweetener is approved for Europe. +++

## ++ STRONGER BELTS

Ashworth's new Omni-Pro FlexLite belt for conveying pans and trays has

been tested to withstand tensions of 400 lbs. for 100,000 cycles. The innovative design utilizes a very open 1.5" x 3" (fixed loop) flat wire overlay and is manufactured with the Omni-Pro® link and zero tension buttonless welds. Omni-Pro FlexLite has an open surface area of 90% in a straight run and 87% in spiral or turn-curve applications. The state-of-the-art link design



© Ashworth

includes a patented "protrusion leg" that prevents welds from contacting spiral cage bars and permits the belt to run more smoothly with less system wear. Each link is formed with a patented coining process to prevent break-in wear, reducing belt elongation and increasing belt life.

Ashworth has also begun production of their eye-link belt at their US manufacturing facility in Winchester, VA. Eye-link belting, long favored by European processors, has an extensive his-

tory of production by Ashworth at their facility in the Netherlands. The introduction of Ashworth Eye-Link into the US belting market gives US customers and facilities the chance to employ these belts and achieve the benefits of cleanliness, durability and utility that European customers have long enjoyed.

Ashworth's Eye-Link belts are lightweight, positively driven, straight running conveyor belts that feature an inherently strong design that naturally tracks straight. Eye-links make up the flat, even surface for smooth product conveyance, and the overall construction provides a rigid structure that resists side-to-side deflection while enabling the belt to handle thousands of pounds of tension.

[www.ashworth.com](http://www.ashworth.com) +++

## ++ RESISTANT STARCH BOOSTS SATIETY

A University of Toronto research team, led by G. Harvey Anderson, Ph.D., has published results of a new study in the American Journal of Clinical Nutrition, showing that the quantity of resistant starch in foods correlates with blood glucose response and reduced food intake after two hours. The team ►

## +++ — PEOPLE

### ++ READING BAKERY SYSTEMS HAS A NEW SALES MANAGER

Reading Bakery Systems is pleased to announce Michael Martinez as the newest addition to the RBS team in the role of Sales Manager, Latin America Region. In his new position, Michael



© Reading Bakery Systems

will be responsible for sales efforts and project support with Spanish-speaking customers in Central and South America.

Michael received his Bachelor's degree in International Business and Spanish from Penn State University, Pennsylvania, and has over 20 years of sales experience. In previous positions, Michael worked in the marine signaling industry, trucking industry, and

mining industry. During that time he lived in Mexico City and Panama. Reading Bakery Systems is a world leading manufacturer of baking equipment providing turnkey processing systems and support for the food industry.

[www.readingbakery.com](http://www.readingbakery.com)

### ++ PALSGAARD CHAIRMAN RETIRES

On paper, Knud Brix, 88 years of age, is today the former chairman of the Schou Foundation, which amongst other things owns the Danish emulsifier manufacturer Palsgaard A/S, but in practice you can still meet him on a daily basis at Palsgaard, working as usual, but now without any formal responsibilities.

Knud Brix began working for Palsgaard in 1948 as a secretary to owner Herbert

Schou – son of the Palsgaard founder and inventor of the world's first synthetic emulsifier, Einar V. Schou. By 1966, Knud Brix had become both chairman of the Schou Foundation and managing director. In 1992 he retired as managing director and left the reins to his son Birger Brix, who took over as managing director. However, Brix



© Palsgaard

Senior still attends the weekly management meetings. In April, Knud Brix retired as Chairman of the Schou Foundation and the new Chairman is long term board member Rasmus Christiansen. Looking back, Knud Brix is content with his own efforts and how far Palsgaard has come since he began in 1948.

[www.palsgaard.dk](http://www.palsgaard.dk)

# EQUIPMENT

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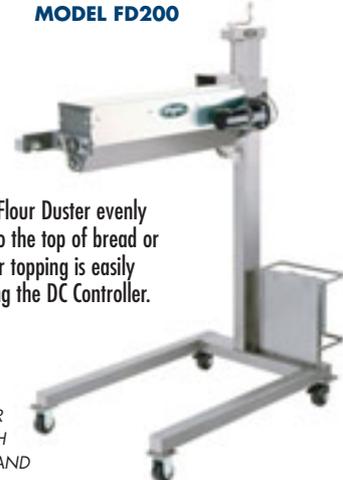


MODEL 578-RIGHT  
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SMART SERVO TWIST TYER**  
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#1 Consumer preferred closure

MODEL 2300  
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Model PS-2 left hand shown  
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also found that Hi-maize® wholegrain corn flour and Hi-maize resistant starch, a natural starch from corn that “resists” digestion in the small intestine, increased satiety and reduced food intake after two hours. This is the first time that resistant starch content alone has been shown to correlate with a satiety benefit.

[www.resistantstarch.com](http://www.resistantstarch.com) +++

### ++ ACRYLAMIDE YEAST TECHNOLOGY

The Canadian-based Functional Technologies Corp, a world leader in yeast research and development has announced that initial test results for bread made with its acrylamide-preventing yeast are demonstrating reductions of acrylamide of approximately 90%, when compared to bread made with standard commercial baker’s yeast. The dough was inoculated with the proprietary yeast and after three hours showed a 99% reduction in asparagine compared to an 18.5% reduction for the control dough made with standard baker’s yeast. Asparagine is an amino acid found in high carbohydrate food. The carcinogen acrylamide forms when asparagine is subjected to heat during baking or frying, for example. Yeast, in general, has a natural ability to degrade asparagine. This new yeast is said to speed up the metabolism of asparagine in the dough thus leaving less amino acid for acrylamide formation.

All tests, conducted under controlled conditions at the company’s laboratory in Prince Edward Island, Canada, indicated that there is no detrimental effect on the bread’s taste, texture and flavor. Nevertheless, the company adds a caution that additional research, product development, trials under industry-relevant conditions and regulatory approvals are required prior to product commercialization.

[www.functionaltechcorp.com](http://www.functionaltechcorp.com) +++

### ++ NEW EU LABELING RULES

New EU rules on organic food labeling including the requirement to display the new EU organic logo, come into force on 1 July, 2010. The so-called “Euro-Leaf” will now be obligatory on

pre-packaged organic food products that have been produced in any of the EU Member States and meet the necessary standards. Other private, regional or national logos will continue to appear alongside the EU label. The logo stays optional for non-packed and imported organic products. In addition to the logo, the new labeling rules



© <http://ec.europa.eu>

also include the compulsory indications of place of farming of the products’ ingredients and code number of the body that had been in charge of the controls. Operators have a two-year transition period to comply with these new labeling rules. Another change is the introduction of EU rules for organic aquaculture for the first time.

[www.organic-farming.europa.eu](http://www.organic-farming.europa.eu) +++

### ++ NEW GENERATION OF SUSTAINABLE MIXERS

Dinnissen Process Technology, Sevenum, Netherlands, specializes in the customized development and production of process technology for handling powders, granules and granulates for companies in the feed, food, pharmaceutical and chemical indus-



© Dinnissen

tries. The new series of Sustainable Pegasus Mixers® is also equipped with Dinnissen’s special Energy Control Program which controls the mixers as energy-efficiently as possible. This program is one of the basic elements of the system and also results in significant energy savings in comparison to tra-

ditional ribbon or single-shaft mixers. The Energy Control Program optimizes the rotation speed of the mixers and ensures that the mixing process is carried out as quickly as possible while at the same time ensuring that the desired end result is achieved. The program also has built-in functionality for determining the optimum filling capacity as well as the speed with which raw materials can be added to the mixer and with which mixtures can be discharged via extra large release valves on the bottom. The goal is simply to ensure that the entire process is carried out in as sustainable and energy-efficient a fashion as possible.

[www.dinnissen.nl](http://www.dinnissen.nl) +++

### ++ UNITED BISCUITS IS UP FOR SALE

The Blackstone Group LP and PAI Partners, the private equity ownership of United Biscuits Ltd., Hayes, Middlesex, UK, have put the business up for sale for more than £ 2 bn (about € 2.4 bn). According to Chris Brockman, market intelligence manager at Leatherhead Food Research, there are different options how to sell the British multinational food manufacturer. First, the company could fall into the hands of another private equity firm or, secondly, a branded food manufacturer. Another option seems to be that United Biscuits could be parceled out to different buyers. “It would be feasible to split the biscuits business which is quite international (McVities plus the European biscuit brands such as Delacre, BN, Verkade) from the more UK orientated snack business (McCoys, KP, Hula Hoops),” said Brockman. According to press media, the sale is not likely in 2010.

[www.unitedbiscuits.com](http://www.unitedbiscuits.com) +++

### ++ ALMONDS AS NUMBER ONE NUTS IN NEW FOOD PRODUCTS

In 2009, almonds were the favored nut used in new food products worldwide. This information was announced by the 2009 Global New Products Database (GNPD) of Mintel International Group Ltd., London. Almonds are the number one nut for the second year in

### Why are people discarding bread?

A consumer study conducted in England, France, Germany and Sweden by Novozymes in cooperation with Retail Institute Scandinavia tried to find out why people are throwing away wholegrain/wholemeal bread, toast/sandwich, rye-bread or soft buns and rolls. Nearly 1,000 consumers were queried in each country for their reason of discarding bread. In our next issue we will present the findings in detail. +++

a row. The increase in growth of new almond products was 18 % from 2008 to 2009. Both the introduction of new food products in general and of new nut productions ascended. According to the Almond Board of California, the most almond products were introduced in Europe (with 38 % of the total global new almond production introductions), an increase of 3 % from 2008. In 2009, almost 32 % of nut product introductions in Europe contained almonds: In Germany this were 121 products, in France 79 and the UK 67 products. Almonds are used in Europe in the category confectionery,

followed by bakery and snacks.  
[www.gnpd.com](http://www.gnpd.com) +++

### ++ LAE BISCUIT INVESTS IN NEW PRODUCTION

Lae Biscuit Co Ltd, Boroko, Papua Neuguinea, has invested about € 17.3 m in a new cookie factory. According to local media it is the company's biggest investment since its creation 115 years ago. Lae Biscuit is managed by Sir Henry Chow, who now wants to export the bakery products. According to press information the production capacity of the new production line is at 100 t daily. +++

### ++ STRESS ON THE GERMAN BAKED GOODS MARKET

In Germany the powers on the market for baked goods are shifting for a long time. Now the discounters Aldi and Lidl have declared war on the craft bakeries again. Currently both discount chains are equipping their stores with so called baking automates. Now the German Baker's Confederation has filed suit against Aldi for consumer deception. The rolls and bread would not be baked but rather warmed up or slightly browned, claims the Confederation. Additionally, some labeled information should also be not correct, according to the Confederation. The Confederation said that craft bakeries have suffered significant losses in regions where Aldi has already equipped its stores with baking automates. The company sells rolls for 0.15 € per piece (craft bakeries in general ask for 0,20 € and more) and bread at prices starting with 1.59 € (craft bakeries ask in general at least 1 €). +++



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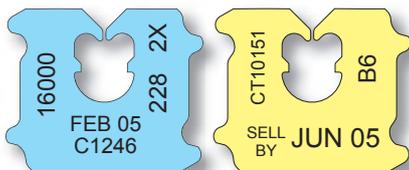
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