

Longer-lasting succulence

JOHANNES GERDESMEIER AND DIRK AUSTERSCHMIDT, TRADING AS FFC FINE FRESH CAKE, HAVE DEVELOPED A NEW DRY CAKE MIX FOR THE BAKING AND CAKE INDUSTRY THAT KEEPS CAKES FRESH AND SUCCULENT FOR LONGER



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+ FFC Fine Fresh Cake GmbH, Delbrück, Germany, has had the baking essence GM 250 in its product range successfully for many years. This humectant is designed for pound and sponge cakes to keep them fresh and moist for longer and to extend their shelf life. It is used in a proportion of 2–3 % relative to the total weight, and consists of glycerol, sodium diacetate, water and flavorings. There is a choice between natural vanilla and natural lime flavors. Although the liquid product contains constituents that must be declared, they do not need to be labeled as preservatives. The flavorings are based on alcohols. Johannes Gerdesmeier, who has worked as an adviser in the cake industry for many years, says: “The effect of the baking agent is explained by the manufacturing method and the combination of ingredients. That’s how it is individually customized to an existing recipe.” This yields a

product with sustained moisture, and as a result the cake is still fresh and succulent even after three months. He explains that this is especially important for customers that supply to the food retail.

A new member that has now entered the FFC product range is a dry cake mix that is suitable for all batters based on baking powder. TM 300 consists of pre-gelatinized wheat flours, modified starch and a proportion of baking powder. Gerdesmeier explains that this achieves considerably better water binding and, in conjunction with GM 250, a reduction in pH. The baking mix is tailor-made to the customer’s specification and manufactured in accordance with their product requirements. For example it is influenced by the residual moisture content and minimum shelf life required by the customer. According to Gerdesmeier, the overall result of the combination of the two products GM 250 and TM 300 is a reduction in the pH of the mix. This yields an extended shelf life for the end product by up to three months. The TM 300 baking mix itself has a storage life of six months and is delivered to the customer ex works by freight forwarding agent in 25-kg containers (on unmixed pallets). It is then used at an addition rate of 3 % of the total mix weight. Regarding the future plans of the company, which has been IFS certified since 2006, Dirk Austerschmidt says: “We have the German-speaking market well covered. We now want to expand further.” +++



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