

++ FOOD INGREDIENTS**EUROPE IN PARIS**

Fi Europe 2005 will be hosted in the beautiful city of Paris, home to Europe's finest cuisine from 29 November to 1 December 2005. Fi Europe will be joined once again by Food Safety & Hygiene as well as the Fi Food Summit. bbi is introducing some of the exhibitors which are of particular interest to the baking and biscuit industry.

++ Danisco Sweeteners**stand D50**

At this FiE, Danisco Sweeteners will be highlighting the health and nutritional benefits of its functional ingredients for manufacturers of baked goods. Of particular interest will be a High-Fibre White Bread made with Litesse® but without the 'bits'! This soft white toast bread has been created with the younger consumer in mind. Unlike



other high fiber breads, there are no bits, but still all the goodness of a prebiotic soluble fiber for good digestive health. Danisco Sweeteners' portfolio of ingredients include reduced fat, reduced calorie, sugar-free or no added sugar solutions, which can help with weight management, add high fiber and provide prebiotic benefits for improved digestive health. Product formulations with a reduced glycemic load are also suitable for people following a low carb diet or for those who want to control their blood sugar levels, such as diabetics.

www.danisco.com +++

++ Nutrinova GmbH**stand R112**

Specialty ingredients supplier, Nutrinova, is highlighting the latest advancements in sugar replacement at this year's F.I. Europe. A variety of beverage

ages and foods containing blends with Sunett will be available. Amongst others, an energy drink has been created to demonstrate that Sunett blends can reduce calorie content without com-



promising the taste. With Sunett®, food and beverage manufacturers get the perfect sweetening partner to design successful products for health and weight conscious consumers, who have high expectations regarding taste. Using the Sunett® Multi-Sweetener-Concept, great taste for regular products can be designed at lower costs. Interested visitors can also receive comprehensive information on Nutrinova's sorbic acid and potassium sorbate portfolio. Nutrinova's products can improve bread and baked goods in different ways. High performance systems with Sunett® can completely replace sugar in baked goods, and the Nutrinova® Sorbates range protects bread and baked goods against mould development.

www.nutrinova.com +++

++ Carbery Food Ingredients,**stand Q34**

Carbery, one of Europe's leading suppliers of whey ingredients, will be showing a wide range of whey proteins. Carbery will also highlight the benefits of whey protein supplementation in a wide range of everyday foods, including beverages, bars and meal replacement products. An excellent source of protein which is used efficiently by the body, whey contains all the amino acids essential to human

health. These have various benefits, including improved gastrointestinal function, lean body mass protection, immune system strength and general wellbeing. Further nutritional properties can also be attributed to individual whey protein fractions, which can be isolated with the use of advanced technology. Whey holds a number of advantages compared to other protein sources, including high biological value, superior bioavailability (easy absorption and digestion by the body), suitability for vegetarian diets and a clean taste profile.

www.carbery.com +++

++ National Starch Food Innovation, stand Q26

FiE sees the introduction of an innovative range of high performance, grain-based flours by National Starch Food Innovation. Launched under the Homecraft brand – a new range of nature-based functional flours – these functional ingredients lend that important "made at home" feel to pre-prepared foods, giving them a natural, rich and luxurious appearance as well as an indulgent, smooth texture and creamy mouthfeel.



The Homecraft range eliminates the process and end product variability associated with traditional flours with the added benefit of a simple, consumer-friendly label declaration. These unique ingredients, developed as a result of National Starch Food Innovation's collaboration with Limagrain Céréales Ingrédients, are suitable for use in frozen and refrigerated foods, soups, sauces and meals including premium and home-style varieties.

www.foodinnovation.com +++

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