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++ CONSUMER LIKING OF REFINED AND WHOLE WHEAT BREADS

Preference for refined bread is often cited as a reason for the relatively low consumption of whole wheat bread. There have only been a few studies, however, that have examined consumer preferences between refined and whole wheat breads, and the results of these studies are inconclusive. Our objective was to determine if refined wheat bread is preferred to whole wheat bread. We hypothesized that people would prefer refined wheat bread. We conducted a taste test with 89 people. They rated their liking of 9 different breads chosen to represent several comparisons between equivalent refined and whole wheat breads. The participants also rated the intensity of 6-n-propylthiouracil (PROP) and completed a questionnaire about their bread preferences and purchasing habits. We classified the participants by their bread preference and their PROP taster status, and then examined the preference patterns of these subgroups. People preferred refined bread to whole wheat bread when both were made using equivalent ingredients and procedures. They liked the commercial samples of refined and whole wheat breads equally. When people were classified by their bread preference, those who preferred refined bread liked the refined bread better in all comparisons. PROP nontasters liked all refined and whole wheat breads equally. Sensory preferences are a barrier to whole wheat bread consumption, but ingredient or processing modifications can improve the preference for whole wheat bread to the level of refined bread.

Complete article: A. Bakke, Z. Vickers, Consumer Liking of Refined and Whole Wheat Breads, Journal of Food Science (OnlineEarly Articles). doi:10.1111/j.1750-3841.2007.00440.x +++

++ FAIR TRADE DEAL

Yorkshire based food manufacturer Pecan Deluxe Candy (Europe) Ltd is introducing fair trade chocolate into its already extensive range of products, in order to allow customers even more choice. With more than 2,000 fair trade products already in the UK market, in-

novative food ingredients specialist Pecan Deluxe is confident that fair trade chocolate will further increase the company's presence in the confectionery, cake and biscuit product sectors. The selection of fair trade chocolate will be tailored to meet the palates of the European market and satisfy the demands of ice cream, confectionery and bakery goods' manufacturers. Initially, fair trade chocolate will be offered as an option to Pecan's customers and will be available as white, milk and dark. The company anticipates that over time all of its customers will want to use fair trade chocolate.



The supplier of the cocoa beans is Barry Callebaut from West Africa. The beans will be processed in Belgium, producing Pecan Deluxe's very own scrumptious fair trade chocolate, which will amount to twenty percent of the company's chocolate production. In using cocoa beans from West Africa, the Leeds based company is actively contributing towards the fight against poverty. Though cocoa prices have shown moderate increases in the last few years, cocoa producers remain steeped in debt caused by the widely fluctuating world cocoa prices, nevertheless, the fair trade initiative has enabled farmers to support their families and invest in a better future by ensuring that farmers receive a fair and stable price for their products.

Consumers increasingly have more choice of where to buy their fair trade certified products and Pecan Deluxe believes that by keeping up with the move it will ensure the company remains at the top of its league, as the number one choice for many manufacturers.

www.pecandeluxe.com +++

++ ALLIANCE FOR MARKET DEVELOPMENT OF SPECIALTY POTATO STARCHES

National Starch Food Innovation and the AVEBE Group – two leaders in starch-based ingredients for the development of consumer food products – have announced an alliance that will see National Starch as sole distributor of AVEBE's specialty potato starch portfolio of food ingredients in North America, South America and Asia. The alliance will allow AVEBE to enhance market presence and penetration for its specialty potato starch products in regions that represent significant growth potential. It will also allow National Starch to complete its portfolio of starch-based ingredients, adding potato-based technology to its significant existing positions in corn, tapioca and other starches.

The AVEBE/National Starch alliance also covers a comprehensive program of joint technology development of new ingredients based on potato starch, pairing two of the most innovative carbohydrate science companies in the world. It brings together the leaders in the new starch-based hybrid development and experienced cross functional teams that have consistently shown the ability to introduce high value new ingredients that respond to market requirements. The goal of the joint technical development will be the introduction of new tailored starch-based ingredients to address the changing needs of food developers around the world.

As part of the alliance agreement, National Starch will act as the exclusive sales, marketing, technical service and distribution conduit for all of AVEBE's specialty food potato ingredients in North America, South America and Asia. AVEBE will continue to market its full specialty potato starch portfolio in Europe and its native and non-food potato starch ingredient portfolio globally through their existing channels (with the exception of paper products in Asia). Two specific countries in the geography of the alliance that are not affected are Korea and Argentina where the existing sales channels will remain unchanged.

www.avebe.com,

www.foodinnovation.com +++



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PRODUCT ADVANTAGES

Shelf-life 3 times longer

- + 20% Hydration
- floor or bowl resting time: up to 2 hours
- no degassing
- yeast cut by half
- divided dough doesn't stick, reducing flouring need
- no dough trim

Exceptional eating pleasure

- thin "short bite" crust
- wild open shiny inside structure
- rich inside texture
- outstanding flavour and easy bite

FINANCIAL ADVANTAGES

Savings

- increased flour yield due to higher hydration
- oil free
- possibility to work without improvers
- yeast cost drastically reduced

TECHNICAL ADVANTAGES

The TraDivider is a divider for hydrated dough with long bowl resting time

- slow division by gravity without tearing, and without compressing the dough
- dividing without oil
- lubricated with water
- it also allows green dough handling
- up to 3000 pieces / hour
- 500/1500 kg of dough per hour
- dividing range : between 200 g and 1000 g
- good weight precision
- hot water cleaning system included

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