

# The world of food ingredients

FOOD INGREDIENTS EUROPE 2007 WILL BE HELD AT EXCEL, LONDON'S LARGEST EXHIBITION VENUE, OCTOBER 30 – NOVEMBER 1

**+** Fi Europe 2007, to be held this year in London, will bring together key players in the food ingredient industry including manufacturers, suppliers, scientists, technologists and food ingredient buyers. Attendance figures are expected to top the 2005 show (Fi Europe is a bi-annual event), with 23,000 food industry professionals anticipated. And there will be plenty for visitors to see, taste and feel. Over 1,000 exhibitors from 100 countries will display a diverse array of international food ingredients and manufacturing products and services.

This year, Natural ingredients (Ni) will run alongside Fi Europe 2007 as a co-located self-standing event. Ni is a uniquely comprehensive event which showcases cosmetics, personal care, food, medical remedies and nutraceuticals. It will provide a highly professional cross-sector platform for networking, exchanging ideas and identifying the latest ingredient trends and developments.

Fi Europe 2007 also hosts the awards for "The Best Innovation in Food Ingredients 2007". These awards provide a prestigious showcase for the best new food ingredients launched in the last two years by the food ingredients industry. The award recognizes those companies, research institutes or



universities that have delivered both innovation and quality to the manufacture and development of food ingredients. The food industry is evolving rapidly. A good place to find out more about the direction it is heading is the Fi Conference 2007. Trends, scientific developments, markets, ingredients and issues will all be put under the spotlight by industry experts, including:

- + EU nutrition and health claims regulation
- + Climate change and food security
- + Trans fats
- + Salt and sugar reduction
- + Nutrigenomics in food
- + The elderly, kids and ethnic markets
- + Allergen-free foods
- + Nanotechnology +++

## FiE Showcase

MANY EXHIBITORS WITH INTERESTING PRODUCTS FOR THE BAKING AND BISCUIT INDUSTRY WILL BE PRESENTING AT FIE

### ++ Palatinit

Stand G36, South Hall, Hall 1

Recent studies confirm that the low-glycemic carbohydrate Palatinose™ promotes the utilization of body fat as an energy source and thus improves metabolic fat oxidation in comparison to other carbohydrates. Palatinose™ is therefore the only carbohydrate to provide a sustained supply of energy in the form of glucose, while at the same time supporting fat mobilization.

Scientific studies, conducted at renowned research institutes in Germany and Japan have investigated the influence of Palatinose™ on lipid metabolism. The Japanese study examined the effects of Palatinose™ on plasma glucose and insulin levels, the content of free fatty acids in the blood, as well as its possible influence on energy production from the body's carbohydrate or lipid reserves. After the consumption of a Palatinose™- or dextrin-based liquid meal, test persons were monitored for a four-hour period during which they were



physically inactive. A considerably higher concentration of free fatty acids was found after ingestion of Palatinose™ as compared to the dextrin-based control formula, proving a measurable higher rate of fat oxidation. Moreover, a lower rate of energy production from carbohydrates was noted, while the fat burning rate increased significantly.

## Fi Europe 2007

Date: 30 October – 1 November 2007

Duration: 3 days

Venue: ExCeL London

Event Frequency: Bi-annual

Opening Hours:

Tuesday 30 October 10:00-18:00

Wednesday 31 October 10:00-18:00

Thursday 1 November 10:00-16:30

Co-located Events: Natural ingredients (Ni) 2007

Conference: Food ingredients Conference

Awards: Fi Europe Awards

Organizer: CMP information

[www.fi-events.com](http://www.fi-events.com) +++

Palatinit will also be presenting new confectionery concepts with the sugar replacer Isomalt at FiE. Produced from pure beet sugar, it has a mild, sugar-like sweetness profile, while supplying only half as many calories. Moreover, Isomalt is low-glycemic and tooth friendly. Its excellent technological, nutritional, and sensory properties have secured Isomalt's position as the world's premier sugar replacer in hard candies. [www.palatinit.com](http://www.palatinit.com)

### ++ D.D. Williamson (UK) Ltd. Stand F111, Hall SH

Every day, more than 1.5 billion servings of food and beverages containing D.D. Williamson color are consumed around the world. A trusted and recognized supplier of colors, the company operates 9 manufacturing sites on 5 continents, including 2 in Europe. The world leader in caramel color now offers a broad spectrum of natural colors, including colorMaker custom blends. D.D. Williamson and colorMaker will exhibit at the 2007 Fi Europe Expo. [www.caramel.com](http://www.caramel.com)

### ++ Orafti Stand F31, South Hall

Orafti Active Food Ingredients, the world market leader in the production of inulin and oligofructose, will launch an upgraded version of its popular HSI product (Highly Soluble Inulin) and highlight its product and support package on offer to existing and potential new food manufacturer partners. Orafti will also seize the opportunity to celebrate, on stand, its 10 years of experience at the forefront of the prebiotic era.

The existing Beneo™ HSI combines the excellent sugar replacement properties of oligofructose with the texturing effects of inulin. Ice cream and fruit sorbets are examples of applications already benefiting from the incorporation of Beneo™ HSI enabling manufacturers to make low fat and

low calorie claims as well as providing consumers with other functional benefits.

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

### ++ National Starch food Innovation Stand F151

Visitors are invited to discover new conceptual approaches using National Starch Food Innovation's diverse texturizer portfolio, designed to give food extra sensory appeal. Highlights will include a dedicated texture zone and live culinary demonstrations, showing how the company's specialty ingredients can help create tasty, consumer-winning dishes. A number of exciting new products will be launched at the show, to support the textural theme. National Starch Food Innovation's team of experts will be on hand to provide valuable guidance and inspiration on using its innovative ingredients to give foods a textural edge. Using innovative dishes prepared freshly on stand, the company will reinforce its capabilities in delivering creative and pioneering textures that respond directly to consumer needs.



Throughout the show, National Starch Food Innovation will highlight its innovative approach to NPD, aligning deep consumer insight with a versatile ingredient offering. The company's applications expertise and technological know-how supports a product range that inspires innovation in a wide range of foods – from dairy to bakery and ready meals.

The company's nutrition team will also be on stand to highlight the vital benefits of Hi-maize™ resistant starch in formulating high quality, high fiber foods. The importance of dietary fiber for health is supported by recent ILSI and BNF reports. Visitors can learn more about how products offering multiple health benefits associated with added fiber enjoy greater consumer appeal.

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

### ++ Ocean Spray ITG Stand G46

Ocean Spray Ingredient Technology Group (ITG) will be showing its versatile side, with its range of sweetened dried cranberries (SDCs). The selection offers manufacturers a range of moisture contents and sizes for diverse applications, resulting in the launch of increasingly adventurous products containing cranberries. Examples include Italian Panettone, cranberry goat's cheese, salad toppings, stuffing mix and even Chinese mooncake. Ideal for low moisture applications, such as bakery and cereal products, SDCs do not suffer from problems such as moisture and color bleed – common difficulties with other fruits. Also on show will be the company's BerryFusions™ Fruits, a combination of natural fruit flavors and sweetened dried cranberries, which deliver the taste of real fruit in a wide range of natural flavors, including strawberry, raspberry, orange, mango, cherry and blueberry.

Available to sample on stand will be the juice-infused SDC that delivers all the health benefits associated with cranberries. Sweetened entirely by fruit, its clean ingredient profile offers food manufacturers a strong marketing edge in the health and functional foods sector.



Continuing the healthy trend, Ocean Spray ITG will also be displaying the less sugar high fiber SDC. With 50 per cent less sugar and a higher fiber qualification than the original Soft and Moist SDC this variety allows manufacturers to produce true diet or light foods and boost health claims by declaring a reduced sugar fruit content. The new light SDC does not contain artificial sweeteners; instead its unique combination of complex carbohydrates lends sweetness and delivers a balanced glycaemic response.

[www.oceansprayitg.com](http://www.oceansprayitg.com) and  
[www.oceanspray.com](http://www.oceanspray.com)

### ++ ADM Stand G25 and G31, South Hall

Visitors to the Archer Daniels Midland Company (ADM) stand can taste nutritious and delicious dishes containing a wide range of high quality, value-added ingredients. A world-leading food ingredient expert, ADM will be highlighting cocoa powders, semi-finished chocolates, cocoa

butter equivalents (CBEs), high oleic frying oils, confectionery fats, soya and wheat flours, soya proteins and lecithin. ADM Cocoa will be showcasing its De Zaan® range of high quality cocoa powders for a number of applications, including baked goods and dairy products. The company will also be presenting its semi-finished chocolates and powders for the food industry. ADM Cocoa is the only supplier who undertakes the whole integrated cocoa manufacturing process in the UK. Grinding its self procured beans, ADM Cocoa produces cocoa powder, liquor and butter in its Hull plant as well as a broad range of innovative compound coatings and industrial chocolates in its Liverpool factory. For the baking, frying and confectionery industries, ADM



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Oils & Fats will be highlighting its high oleic frying oils, confectionery fats and margarines. The company's low trans CBEs present a functional and cost-effective alternative to traditional cocoa butter. They offer good melting and crystallization behavior and are non-hydrogenated.

ADM Milling will be showcasing its range of white, whole-meal, organic and specialty flours developed at its technical centre in Avonmouth, UK. The R&D centre houses a milling room, test bakery and specialist laboratory where comprehensive wheat and flour analysis is undertaken.

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

### ++ Stern-Wywiol Gruppe Stand C131, Hall North H

The international Stern-Wywiol Gruppe will be represented by eight of its ten specialist companies. The group members will present their new products and highlights from different areas of food ingredients in a joint booth.

At the Group's stand Mühlenchemie will present its newly developed products for flour treatment and flour improvement. DeutscheBack will give information on functional systems for bread, rolls and pastry goods made from wheat flour. Hydrosol, the specialist in stabilizing and emulsifying systems, will present new ready-to-mix compounds for mayonnaise, stabilizers for sandwich spreads, vegetable-fat creams that can be whipped and emulsifying systems for meat products. SternEnzym's presentation will focus on tailor-made enzyme systems for bakery products, sugar confectionery and cereal processing. The contact for products with an additional health benefit is SternVitamin that concentrates on developing vitamin and mineral premixes. The ►

# On the fork, ready to go...

## Fresh ideas from Unifine



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**Food & Bake Ingredients**

**FINEST IN PASTRY**

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products from HERZA Schokolade include new aerated chocolate pieces and multi-colored drops. In the lipids sector, Sternchemie offers a wide choice of lecithin products, MCT oils and spray-dried specialties. Another company from the group, the contract manufacturer SternMaid, will have a separate stand H12050 in the South Hall in the FiPSS pavilion, where it will inform visitors of its full-service offer for compounding, filling and refining powdered substances.

#### ++ DSM Food Specialties

##### Stand F41/F45

InsuVital™ – a unique food ingredient designed to help type 2 diabetics manage their glucose levels will be presented for the first time. A patent-protected, extensively hydrolyzed casein, InsuVital has been shown to lower glucose levels after mealtimes in type 2 diabetic patients. This innovative product is suitable for use in a wide range of functional food and beverage applications, such as fruit juices, nutrition bars, yoghurts and waters.



DSM will also present its combination of three innovative ingredients with the launch of its new Toolkit of 'Let's Cake Together'. Responding to today's market needs for less fat and salt, the new range of taste potentiators meets consumer demand for 'better-for-you' products without compromising on taste. BSalt and DSalt for baked goods and dairy applications enable a salt reduction of up to 50 per cent. New application areas with healthier nutritional profiles and optimal taste will also be revealed.

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

#### ++ Carbery

##### Stand G37, Hall H

International dairy expert Carbery will be showcasing its innovative range of value added whey proteins at this year's FiE, highlighting organic and vegetarian offerings. Carbery's entire portfolio can be declared as vegetarian, offering increased versatility to manufacturers looking to appeal to this growing market. As many suppliers do not offer vegetarian whey, Carbery is well placed to cater for an array of vegetarian products, including confectionery and chocolate.

Organic options will be revealed at the show. Carbery is one of only a handful of suppliers offering whey protein concentrates that are 'certified organic', putting the company in a unique position within this market. This is an important

move for Carbery, allowing it to cater directly to the needs of manufacturers wishing to enter or expand in the ever-growing organic market.

A highlight on stand will be Isolac Clear, a transparent whey protein isolate that contains at least 90 per cent protein and is manufactured using cutting-edge ultrafiltration and cross-flow microfiltration technologies. A free-flowing spray-dried powder, Isolac Clear is easy to store, handle and process and represents a simple and effective way for manufacturers to add value to a wide range of clear drinks.

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

#### ++ Barry Callebaut

##### Stand F 131, Entrance S4

Chocolate manufacturer, Barry Callebaut confirms its position as the world's leading innovator: 9 innovations will be exclusively presented:

- + ACTICOA™ chocolate and cocoa
- + Chocolate with improved nutritional profile
- + Probiotic chocolate
- + White chocolate with real fruit
- + Six new single origin chocolates
- + Four new origin blends
- + Ten Limited Edition origin chocolates
- + Five origin cocoa powders
- + Superior tasting chocolates

One of the first acquisitions on the domain of health & wellbeing of Barry Callebaut is ACTICOA™, a special production process designed to preserve the high amount of polyphenols, naturally present in the cocoa bean, in the finished chocolate. ACTICOA™ offers numerous possibilities: chocolate, cocoa and chocolate drinks.

Improving the nutritional profile of chocolate in a natural way or making chocolate more permissible for the end consumer is a second important area in which Barry Callebaut is constantly carrying out research and development. By reducing and balancing sugar and fat in the final recipe, Barry Callebaut has succeeded in offering chocolate with an improved nutritional profile for a range of chocolate applications.

Barry Callebaut was also the first to launch chocolate with probiotics. These friendly bacteria strengthen the immune system and protect the intestinal balance.

The presence of Barry Callebaut in the origin countries of cocoa has allowed the chocolate manufacturer to launch 10 new origin chocolates, on top of the already extensive range of no less than 30 origin chocolates.

In pursuit of specific, high quality chocolate tastes that exceed the consumer's expectations, Barry Callebaut has created a range of premium chocolate flavors that include all the distinguishing taste profiles for the principal chocolate producing countries. The references for 'The Golden Chocolate Collection' were selected through intensive international market research.

[www.barry-callebaut.com](http://www.barry-callebaut.com) +++



*Aus Liebe zum Teig  
Passion for Dough*



# The start of a good day

What makes a good baker is revealed early in the day. At the breakfast table, to be exact. When your customers reach for your bread and your rolls, well, let's face it: you are a master of your trade... and very possibly a proud owner of a FRITSCH Special Bread Line. Our SBL's gently master even the soft dough of today's trendy pastry types, ranging from ciabatta and focaccia to white or seeded rolls and ovals. So let FRITSCH lend you a hand... a master

baker's hand. Make your bread and rolls completely free of separating oils, and in every conceivable shape and size. Punched, rolled or cut. Long or round. Coated or uncoated. With such quality and variety, it's no wonder that people reach across the table for your bread.

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 [www.fritsch.info](http://www.fritsch.info)