

PRESSEINFORMATION

## **Baking with the power of nature**

**Asten/Stuttgart, 21 September 2019 – Naturalness and authenticity in the bakery trade are in demand as never before. backaldrin responds with a sponge dough starter, FeraFerm, and introduces a completely new product based on 100 % natural wild yeast at Südback 2019. The power of ancient grains is also natural, and backaldrin presents a number of variants, with durum, kurkuma and aronia setting colourful highlights.**

Naturalness is in greater demand than ever. Consumers are more conscious of nutrition, generally better informed and more demanding of originality. With FeraFerm, the international family business responds to the rediscovered trend for traditional sponge dough without the addition of baker's yeast as a leavening agent. Unlike baker's yeast, the 100 % natural wild yeasts in FeraFerm have not been specifically bred: the original yeast strains occur spontaneously in nature and are the oldest-known leavening agent. In FeraFerm, the wild yeasts have been propagated by multi-stage fermentation and then gently dried in a special process so that their activity is maintained. In this way, the sponge starter requires no baker's yeast additives and is a clean label product.

The use of wild yeasts delivers incomparably rich flavour and texture. The product is particularly suited to bakers who value artisanal breads. Working with FeraFerm requires special conditions: for best results in the production of baked goods, dough and storage temperatures are important, as are resting times. backaldrin offers recipes for wheat bread, rye-wheat bread and ciabatta variations – durum, turmeric or aronia – in premium quality. The recipes developed by the backaldrin master bakers are predominantly clean label, and the dosage of FeraFerm on flour is 5 %. While the sponge dough starter is ideally suited to the breads, direct processing is recommended in the production of ciabatta. Bread and rolls have a longer shelf life, pronounced aroma and excellent consistency. With FeraFerm, backaldrin has created a product with which bakers can add very specific highlights to the product range.

### **Smoky ancient grain creation**

As the older varieties are still in fashion and continue to enjoy great popularity, the backaldrin master bakers have more on offer in the ancient grains range. In “My UrkornMix”, emmer, einkorn and khorasan meet rye, wheat, oats, barley, rice and buckwheat. Combined with the smoky notes of smoked sourdough, a harmonious blend of flavours is created. The juicy sliced bread is characterised by a coarse but, at the same time, elastic crumb. For the production of “My Urkorn”, only the addition of water and yeast is necessary. The resultant dough is soft and can be worked up either manually or via filling systems. “My Urkorn” stays fresh for a long time and backaldrin also offers pasteurisation instructions for sliced bread. In this way, there is nothing to stand in the way of fresh enjoyment, even after several weeks.

### **Rustic enjoyment**

Bread rolls made with Urkorn Concentrate carry the flavours of emmer, einkorn, spelt and wild rye. At the Südback, backaldrin presents the knotted Urkorn roll. Here the ancient grains lend a fine aroma and delicate buttery, slightly nutty notes. Wholegrain sourdough made with wild rye adds an intense but well-balanced taste. Bread rolls are easy to slice and the elastic crumb is juicy-soft. But Urkorn Concentrate is not only convincing in terms of shape and taste; it also offers familiar reliability when it comes to dough handling, and the dough is also machine-friendly. Its long-lasting freshness makes the clean label product a winning addition to any bakery assortment.

### **Durum delights**

“Durum 100” by backaldrin is both a visual as well as a gustatory highlight. The clean label mix is based on finely aromatic durum wheat, which gives baked goods a special flavour and naturally golden colour. A wide range of recipes allows for the easy production of everything from sandwich loaves, baguettes and ciabatta to rose-shaped dinner rolls and focaccia. Durum grill sticks are a particular speciality at the Südback; seasoned with roasted onions and spices, the bread roll also has an attractive volume and a pastel yellow colour, thanks to the high carotenoid content of durum wheat.

All recipes and additional information on the products can be found in the baking consultancy on the backaldrin website at [www.backaldrin.com](http://www.backaldrin.com).

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**FeraFerm bread + ciabatta:**

Authentic bread and rolls made with **FeraFerm**, backaldrin's new sponge dough starter based on natural wild yeasts.

**My Urkorn:**

In backaldrin's "**My UrkornMix**", the ancient grains of emmer, einkorn and khorasan combine their power. Smoked sourdough adds a smoky taste to the wholegrain multigrain bread, "My Urkorn".

**backaldrin International The Kornspitz Company**, founded in 1964, develops innovative bread ideas and high quality, individual baking ingredients for the global baking industry. The product range comprises more than 700 quality raw food materials for bread, rolls and fine bakery. Through innovation and an exceptional passion for bread, backaldrin supports its customers, from artisanal to industrial bakeries, with service-oriented solutions. The international family business has 20 subsidiaries worldwide, 7 of which are also production sites; the head office is in Asten (Austria). This is also where one finds the **PANEUM – Wunderkammer of Bread**: a customer information centre, event forum and exhibition about bread. Arts and culture objects from 9,000 years show the importance of the valuable food in the past, present and future. Thus backaldrin also demonstrates to consumers what bakery means – quality, ideas, diversity and progress. For further information, please visit [www.backaldrin.com](http://www.backaldrin.com).

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