

PRESSEINFORMATION

Savoury and sweet treats

Asten/Stuttgart, 21 September 2019 – At Südback 2019, backaldrin master bakers present new snacks to satisfy the trend towards out-of-home consumption. Meanwhile, backaldrin confectioners conjure up sweet temptations: at the confectionery counter there are fresh Urkorn waffles and pancakes with different toppings. Visitors can also expect a variety of cakes as well as fresh Berliner, donuts and spelt curd balls.

Snacks to go are more popular than ever. Bread and rolls offer the perfect base for a wide range of fillings and toppings to deliver long-lasting energy. At the Südback, backaldrin focuses on this trend and presents new ideas for delicious delicacies made with selected products at the Snack Bar. Alongside the classic Kornspitz®, there are also bread roll creations, such as the knotted Urkorn roll or ciabatta made with the new sponge starter, FeraFerm. The varied recipes are freshly prepared on-site and are available for tasting.

The original Kornspitz features a curry spread, roasted chicken strips and lamb's lettuce. In the knotted Urkorn roll, vegetable antipasti harmonises with feta and Lollo Bionda lettuce, while the Durum grill stick is offered as a vegetarian hotdog. Aronia ciabatta is filled with pulled turkey and coleslaw, and MyUrkorn is available in three variants to show that delicious snacks are also possible with sliced wholegrain bread. All the recipes are suited to quick and easy preparation at the counter.

Sweet enjoyment

Ancient grains have long since been used in more than just bread and rolls. They are also perfect for sweet bakery: backaldrin master confectioners prove this once more with Urkorn waffles and pancakes. The emmer, einkorn and spelt in UrkornCake Mix impart a golden colour and a balanced nutty taste, which blends well with fresh fruit and chocolate sauce. These treats are available for tasting directly at the confectionery counter. In addition, the backaldrin master confectioners present a variety of cakes.

Made with proven backaldrin classics, such as Viennese PastryMix, UrkornCake Mix and Sahnissimo®, the new recipe ideas are sure to satisfy every taste: blueberry yoghurt lemon slices, Urkorn poppy seed curd slices, Urkorn apple nut kiss and Urkorn pineapple slices.

Deep-fried bakery is always in season

With seasonal recipes for Berliners in all shapes and colours, there are plenty of vibrant ideas for the whole year. Donuts are just as colourful and varied. The deep-fried delights are undeniably popular all over the world. backaldrin offers the ideal base ingredient in each case: B&K Mix 25 % BOH produces shapely, airy donuts with a high collar, while Donut WorldWide is suitable for all sorts of donuts. After all, deep-fried pastry perfection is only possible with finely balanced dough. backaldrin also presents exhibition visitors with ever-popular spelt curd balls.

All recipes and additional information on the products can be found in the baking consultancy on the backaldrin website at www.backaldrin.com.

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Snacks:

Snacks to go are more popular than ever – with various recipe ideas and backaldrin products as the base, something can be conjured up for every taste.

Urkorn waffles:

Ancient grains are excellent in sweet bakery, like **Urkorn waffles made with UrkornCake Mix** by backaldrin. Emmer, einkorn and spelt impart a balanced nutty taste.

Donuts:

With backaldrin's **Donut WorldWide**, the world's most popular deep-fried pastries are convincingly light and airy.

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.

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