

PRESSEINFORMATION

Consistent freshness and new energy

Asten/Stuttgart, 21 September 2019 – At the Südback 2019, backaldrin presents a new dimension of consistent quality as well as bread enjoyment for the perfect start to the day. With Slow Malt, the international family business introduces a new improver for the long-time processing of cooler doughs, resulting in a consistently high quality of fresh rolls from early morning to late at night. Meanwhile, the new Muesli Bread with its balanced ingredients delivers the energy needed for a good day.

Long-time processing has been an important topic at backaldrin for many years, and with today's technology it can be implemented without any problem. Now backaldrin has developed the new improver, Slow Malt, especially for cooler doughs. Kaiser rolls and cut rolls with an impressive aromatic taste and golden crust can thus be perfectly produced in long-time processing. Volume and crumb properties are also positively affected. The combination of the pleasant aroma and incomparably malty taste is so tempting that almost no one can resist. backaldrin's master bakers have developed the new baking agent especially for the long-time processing of cooler doughs, from 22 to 24 °C.

Perfect combination

Particularly when used in combination with the Slow Dough® method, baked goods of the highest quality can be produced. This makes it possible to process doughs on production lines, according to usual parameters. Thereafter, the dough pieces are chill-stored, allowing for the desired flavours and aromas to form. The use of Slow Malt results in dry doughs that are ideal for mechanical processing and transport or storage on plastic stacking boards without sticking. The use of Slow Malt in combination with the Slow Dough® method allows bakeries – especially with in-store baking – to bake fresh rolls with significantly better flavour and aroma at a consistently high quality throughout the day.

A perfect start to the day ...

With the new muesli bread, made with Muesli Bread Mix, backaldrin presents a new yeast-free wholegrain oat bread that is ideal for breakfast. It contains a special blend of cereals for bread, which includes oats, wheat and spelt flakes, puffed maize, rye, citrus fibre, apple juice powder, coconut flakes and chokeberry pomace. The bread has a high fibre content and is impressively low in saturated fatty acids. The well-balanced mixture keeps you fuller for longer and gives you the energy you need for the day ahead. Muesli bread can be enjoyed as sliced bread or muesli bars, the latter being ideal for breakfast on the go. The bread boasts a long shelf-life and can also be pre-sliced and pasteurised.

... made easy

For the basic dough, only the addition of water or milk is necessary. The backaldrin master bakers recommend using milk for that “something extra” – muesli and milk do belong together, after all. When made with almond milk, there is also nothing to stand in the way of vegan enjoyment. There are no limits to the number of individual flavours that can be created, be it with candied or dried fruit, nuts or chocolate. The backaldrin master bakers present two varieties at the Südback: nut-raisin and chocolate milk.

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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Slow Malt:

With the new **Slow Malt** by backaldrin, fresh Kaiser rolls and cut rolls of consistent quality can be produced throughout the day.

Muesli bread:

The new muesli bread, made with **Muesli Bread Mix** by backaldrin, is a yeast-free wholemeal bread with grains and a cereal mixture that is ideal for breakfast.

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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