

PRESS RELEASE

A Play of Colours and Flavours with Turmeric and Heritage Grains

Ancient grains and turmeric are two key players amongst backaldrin's new releases

Asten and Stuttgart, 23 September 2017 – Because of their colour, flavour and benefits, turmeric and ancient grains are the words on everyone's lips. backaldrin continues the trend at Südback 2017. On the one hand, the baking ingredients manufacturer brings the typical colour and unmistakable taste of turmeric to the bread range. On the other hand, the heritage grains in UrkornCakeMix – emmer, einkorn and spelt – make a masterful debut in backaldrin's cake range. Also in the bread range, the Steirer whets the appetite for the trusted taste of rye and spelt, while the new PrimaPan offers a symbiosis of country bread and juicy ciabatta.

Because of its colour, flavour and benefits, turmeric is a hot topic. backaldrin continues the trend in Stuttgart by presenting specialities made with the new KurkumaMix. The spice is known for its digestive and anti-inflammatory effects. Naturally rich in curcumin, the intense yellow of the turmeric rhizome adds a touch of bright gold to backaldrin's bread and roll creations. What starts as a feast for the eyes is completed by the unmistakable, mildly spicy taste of turmeric.

backaldrin's master bakers have created a variety of recipes with the new KurkumaMix. As with the other recipes, the dosage of KurkumaMix when making Pointed Kurkuma Baguettes is five percent on flour. In the Kurkuma Baguette with Sabia, the golden spice meets the unique blend of basil seeds, camelina seeds, linseeds, chia seeds, potato flakes and corn flour. The versatility of KurkumaMix paves the way for creativity. The colour of the crumb alone – from ochre to deep shades of egg yolk yellow – awakens a culinary sense of adventure. The crumb is soft, elastic and juicy and melds the typical colour and unmistakable taste of turmeric.

Great bread

PrimaPan Mix is a new ingredient for the production of mixed wheat bread specialities. The finely aromatic dried durum wheat sourdough lends PrimaPan a mildly sour taste.

backaldrin's master bakers have created recipe variations for breads with a weight of approximately two kilograms. They recommend the use of strong wheat flour and slow dough processing. While the crust and appearance are suggestive of country bread, the crumb is comparable to that of ciabatta. With a large pore structure, pleasantly soft and elastic, PrimaPan is much more succulent than other types of Mediterranean bread.

Trusted taste

Consumers love variety, so PrimaPan is joined by the Steirer. This exceptionally juicy mixed rye bread with spelt is reminiscent of traditional types of bread and trusted taste. In the basic recipe, with liquid or dried sourdough from backaldrin's BAS range, one part SteirerMix is added to one part flour. Of course, individual souring with one's own sourdough culture is also possible.

The renaissance of heritage grains

backaldrin brings the taste of days gone by to the table with new cake variations. The new fine bakery creations breathe new life into the heritage grains of UrkornCakeMix. Emmer and einkorn harmonise with the delicately sweet and nutty spelt. Through their careful composition, the three varieties of grain are responsible not only for the unique honest-to-goodness taste experience but also for the rich golden colouring of the cake variations.

Following the All-In method, with the simple addition of water and cooking oil, a basic batter is created that can be used for a variety of shaped and sheet cakes with very good baking properties. Through the use of various shapes, from Gugelhupf and saddlebacks to cake rings or even sheet cakes, UrkornCakeMix brings greater variety to the product range. Decorated with cake glaze or with chocolate, they are also eye-catching. The backaldrin confectioners have created a variety of multifaceted recipes, not only in shape and appearance, but also in taste. Examples include Urkorn Nut Cake, Urkorn Apple Gugelhupf, Urkorn Fruit Flan, Urkorn Pumpkin Seed Cake and Urkorn Chia Cake. By adding chocolate chips, dried fruit and much more, the basic batter also allows for individual creations.

With these and other ideas in store for you, company owner Peter Augendopler and the backaldrin team invite customers and visitors to their stand in Hall 1. All these recipes and more can be tasted during the traditional light meal.

**backaldrin at Südback 2017 from 23 - 26 September:
Messe Stuttgart, Hall 1, Stands H 51 and G 51**

All recipes and further information on the products and recipes described can be found in the online baking consultancy at www.backaldrin.com.

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Pointed Kurkuma Baguette: The Pointed Kurkuma Baguette is a feast for the eyes and whets the appetite for the unmistakable taste of turmeric.

PrimaPan: The name is synonymous with great bread: the new wheat bread speciality looks like a real country bread, while the crumb is reminiscent of ciabatta.

Urkorn Apple Gugelhupf: Floriani® Apple Slices make the Urkorn Apple Gugelhupf particularly juicy. Cinnamon fondant and chopped hazelnuts harmonise perfectly.

backaldrin The Kornspitz Company, founded in 1964, develops innovative bread ideas and high quality, individual baking ingredients for the global baking industry. Through innovation and an exceptional passion for bread, backaldrin supports its customers, from artisanal to industrial bakeries, with service-oriented solutions. The international company, run by a third-generation bakery family, operates successfully in more than 100 countries and has seven production sites – at the company headquarters in Asten (Austria), in Jordan, Mexico, Russia, South Africa, Switzerland and the Ukraine. The product range comprises around 700 different products for the production of bread, rolls, fine bakery and confectionery. backaldrin is widely recognised as the inventor of the Kornspitz.

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