

Bread goes Prebiotic

Functional food ingredients are offering food formulators many new products concepts. Here, you can read about the use of inuline in prebiotic breads

By Dr. Thomas Walter, Sales & Marketing Manager Germany, ORAFTI Active Food Ingredients

Functional food products have made an incredible breakthrough in Europe. This proves that new life can be injected into sluggish markets. Take yoghurt for example. Before the prebiotic range hit the supermarket shelves, sales had levelled out. But in just over two years, powerful brands have shown record growth rates. The industry is now looking at how the "prebiotic" recipe can be applied to other foods, and to bread in particular, with a view to matching these successes.

The triumph of health-related foods depends largely on the compatibility of functional ingredients and the targeted application. A healthier product must be as tasty and enjoyable for consumers. There must be emphasis on regular intake to ensure that the ingredient has a real physiological effect. This requires a powerful marketing drive that highlights the nutritional value of this new concept.

But why bread?

Although not seen as a dynamic growth market, bread is a stable part of Europe's daily diet and is one of the most widely accepted basic foods. In 1998, the average European ate about 71 kgs of bread. It is increasingly being marketed on the platform of essential nutrients such as fibres, vitamins and minerals.



In the mid-70s, wholemeal bread was considered a healthy food, making it the first generation of functional foods. Following a second low & lite generation in the mid-eighties, a third generation is now appearing.

Functional ingredients are highly beneficial in breads fortified with vitamins, selenium, calcium, fibre, omega-3 fatty acids and PUFA are already on the market. At the beginning of this year, the first functional, prebiotic bread containing inulin was launched in Germany under the name CULT1 and sold in bakeries.

Bread's new secret ingredient

Prebiotic fibres are indigestible food ingredients, which ferment in the colon due to specific health-promoting bacteria. Among these are the fructans - polysaccharide inulin and oligosaccharide oligofructose. They are found in over 36,000 species including artichoke, leek, onion and chicory root. Both are food ingredients with the same basic linear chain structure of fructose units connected by (beta 2-1) links. Oligosaccharides are defined as carbohydrates with a degree of polymerisation (DP) of 2-9 and polysaccharides with DP of 10+.

Inulin and oligofructose are among the ingredients of some 400 European food products, and the number is steadily growing. This success is largely due to their unusual nutritional properties. Both fructans are soluble fibres with significant fibre effects. Extensive research has shown that ingestion of moderate amounts of inulin and oligofructose results in a significant increase of the beneficial bifidobacteria in the colon. At the same time, the presence of less desirable bacteria such as clostridia is significantly reduced. Both prebiotic fibres have demonstrated a capacity to reduce the development of tumours in animal tests. Inulin was also shown to have interesting detoxifying properties. New scientific results also show the positive effects of oligofructose on calcium absorption.

The tip of the prebiotic iceberg

A range of prebiotic products has been launched over the past 12 months, including muesli (Vitalis / Dr. Oetker), yellow fat spread (Sojola Actiline /

Meylip), milk drinks (Drink fit / Immergut), confectionery (Actilife / Zile) and CULT1, the first prebiotic bread.

This gives an idea of just how wide the application spectrum for inulin and oligofructose is. Yet this is just the tip of the iceberg. Two facts speak in favour of a successful development of prebiotic foods. Firstly, the extensive scientific data concerning fructans. Scientists confirm the significance of inulin and oligosaccharides in healthy nutrition due to the indisputable positive effects on the intestinal system. Prebiotic fibres are recognised as amongst the most promising functional ingredients for the food industry.

Secondly, both inulin and oligofructose can be added to food systems without any negative impact on taste. In many applications, both fibres are added instead of fat and sugar. In other words, the consumer gets less sugar or fat and more active fibre - and hence a more balanced food.

Positive impact, great potential

Inulin might become one of the most successful functional ingredients in bread. Why? Because like prebiotic foods, scientists have shown that regular intake of inulin and oligofructose has a positive impact on the composition of the intestinal flora. They promote the growth and activity of healthy bifidobacteria, while suppressing unwanted bacteria. As bread is consumed every day, it is an excellent way of ensuring the benefits of fructans, which need to be eaten regularly.

Inulin has a neutral, slightly sweet taste, which can be easily added to the baking mix without having an adverse impact on the sensory qualities. This is not necessarily the case with other dietary fibres.

Building awareness

Not all marketeers are convinced that medical claims such as curbing "heart disease" or "colon cancer" are the best arguments to use for bread. Health messages being exploited by prebiotic bread include: a healthy digestive tract, more balanced intestinal flora, better digestive functions, stimulating bifidobacteria and active fibres. Yet, messages must match individual bread types.



As an example, white bread enriched with inulin could be targeted at children (who inevitably love white bread) and parents. The organoleptic profile expressed in colour, texture and taste is clearly defined and any deviation is unacceptable. Luckily, the addition of inulin upgrades the nutritional character without affecting taste. Therefore, the marketing message could stress that it can be bought and eaten with an easy conscience, that it stimulates the internal functions of children or that fibres are an essential part of a balanced diet.

New attitudes, new opportunities

The prebiotic bread concept opens up a whole new sales promotion world for marketeers. Because the bread and rolls are primarily distributed in local

bakeries instead of supermarkets, new product messages are easily perceptible by consumers who have a completely different attitude both to the type of food they are buying and the more personal shopping experience. The German approach to marketing its CULT1 prebiotic bread is a good example. Window posters, placards and stickers on walls as well as display stands with brochures are central features of the promotion campaign. In addition, a hot-line service is available for consumers interested in finding out more about the physiological effects and benefits of prebiotic bread.

If regular consumption of sufficient amounts of prebiotic ingredients can be achieved in bread there is no reason why the success of pro-, pre-, and symbiotic yoghurts should not be matched.

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For further information fill in the questionnaire

What can Roquette do for you?

Read about exactly the products from Roquette that are relevant to you and your product development:

- Dairy products and desserts
- Jams, marmalades and other fruit products
- Sugar-free confectionery
- Sugar and chocolate confectionery
- Meat products
- Soft drinks and fruit syrups
- Soups and sauces
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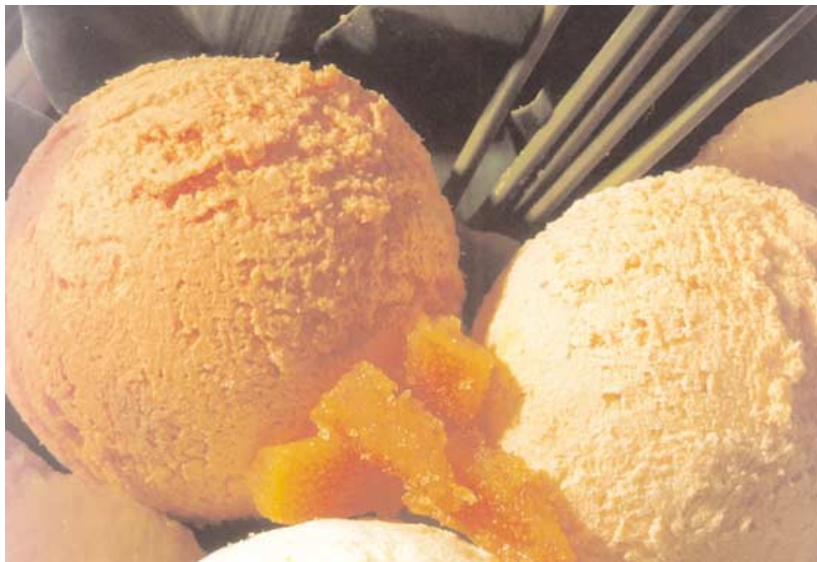
By Sara Riis & Flemming Steensgaard,
Food Technologist jam & meat,
Alsiano A/S

Roquette is a privately owned company operating world-wide and a major player in the transformation of natural crops into essential raw materials of high quality for the food and drink industry.

As the world's leading manufacturer of polyols and sugars derived from starch, and one of the main suppliers of starches, wheat gluten and products derived from starch by fermentation, Roquette has developed a wide range of products meeting the most stringent quality standards of the food and drink industry.

Roquette is more than just a supplier. Their researchers are actively involved in finding solutions for your requirements and over the years many food and drink formulations have been developed and marketed as a result of these close relationships. Roquette offers tailor-made service and a business advantage to you as our partners in the food and drink industry.

Here you can find the main application areas and products that are relevant to you. If you would like to discuss some of the products more in detail - please feel free to call us at Alsiano. On the back page you can find the relevant contact persons.



Dairy products and desserts

In ice cream and sorbets you can control crystal growth, freezing and melting point by adding glucose syrups, dextrose, maltodextrins and sorbitol from Roquette. Furthermore, they contribute to texture and stability at prolonged storage as well as cost savings by replacing part of the sucrose by special grades of glucose syrups.

If you produce low fat ice cream, you can successfully replace the fat by maltodextrins and sucrose by maltitol.

In desserts, native starches are used in traditional custards, pud-

dings, white sauces and flans. These traditional foods have been brought up-to-date in canned, UHT, instant and aseptic packaged versions. In these products, modified starches meet the more demanding conditions within processing storage and use.

For your cheese production Roquette offers LYSACTONE® glucono-delta-lactone which makes it possible to control the slow acidification and precise control of pH. The product is beneficial in the preparation of milk for the production of all types of cheese, particularly cottage cheese and those prepared by ultrafiltration.

Sugar-free confectionery

Today, many consumers are seeking "healthy" confectionery products in order to avoid the association of conventional sugarbased sweets such as weight gain and tooth decay.

Roquette was the originator, and is now the leading supplier of non-sugar bulk sweeteners for the confectionery industry. Roquette's range of polyols - NEOSORB® sorbitol, MALTISORB® maltitol, LYCASIN® maltitol syrups, XYLISORB® xylitol, and mannitol - is designed to meet the demands of this market.

Sugar-free chewing gums are made with sorbitol, maltitol, and xylitol for the crystalline phase and LYCASIN® for the anti-crystalline phase. Mannitol is also used for its lasting sweetness and for dusting.

Sorbitol, maltitol or xylitol are used for the coating, which can be hard or soft according to the market's

demand. Roquette has developed a LYCOAT® process which gives stable and crunchy sugar-free polyol coatings and reduces cooking time.

Sugar-free tablets can be made by direct compression of special Roquette grades of sorbitol, xylitol, mannitol or maltitol.

Sugar-free sweets, gums and jellies can be made with sorbitol or LYCASIN® alone or in combination with other polyols. Using the LYCANDY® process, stable, sugar-free and hard boiled sweets can be made, which require no wrapping. Similarly individually wrapped, stable, sugar free, hard boiled sweets can be manufactured using LYCASIN® HBC.

Sugar-free chocolate may contain up to 50% crystalline maltitol of appropriate particle size and crystalline form as a sucrose substitute. Thanks to its high sweetening power, the taste of sugar-free maltitol chocolate is similar to that of regular sucrose chocolate.



Roquette products for the food & drink industry

Native and modified starches

- Wide range of food quality native starches based on maize, waxy maize, wheat and potato
- A group of modified starches for modern food manufacturing: CLEARAM® thickeners, CLEARGUM® thin-boiling and PREGEFLO® pregelatinised starches

Starch sweeteners

- Maltodextrins and spray dried glucose syrups: GLUCIDEX®
- Dextrose, monohydrate and anhydrous
- Standard and tailor-made glucose syrups: ROCLYS®, FLOLYS®
- Isoglucose syrups: MELIOSE®

Polyols

- Toothfriendly and low-calorie: NEOSORB® sorbitol, MALTISORB® maltitol, XYLISORB® xylitol, LYCASIN® maltitol syrup, mannitol

Other products

- Viscoelastic vital wheat gluten: VITEN®
- Slow release acidulant glucono-delta-lactone: LYSACTONE®
- Liquid and powder caramel colour
- Encapsulating agent beta-cyclodextrin KLEPTOSE®



Jams, marmalades and other fruit products

In jams and marmalade you can replace up to 60 % of the sugar by glucose from Roquette and thus obtain important cost savings. By incorporating glucose syrup in fruit fillings (bakery fillings), higher total sugar solids content can be achieved without risk of crystallization. Syneresis is reduced and shelf life increased.

In bakery jams and fruit fillings, glucose syrups impart stability during severe processing regimes, and modified starches are used to provide the required body.



Sugar and chocolate confectionery

For your confectionery products the Roquette glucose syrups ROCLYS® and FLOLYS® are tailored to suit exactly the many different end products and processing requirements: they complement, substitute, and improve the basic effects traditionally obtained from sucrose.

In jelly, fruit gum, liquorice and paste products, bulk and texture are traditionally provided by gums: gelatine, pectin, flours and starches. However, Roquette's range of native and modified starches has been developed to meet the specific texture, clarity and processing requirements of the different products.

In chocolate glucose syrup and dextrose monohydrate ROFEROSE® from Roquette are important components of the fillings.

In chewing gums, the Roquette glucose syrups and crystalline dextrose are able to provide the requested long lasting, balanced sweetness, together with good processing characteristics. Flavours encapsulated in beta-cyclodextrin give prolonged flavour release.



Meat products

In your sausages you can obtain great advantages by adding malto-dextrins and dextrose as they contribute to improving your meat flavour as well as colour. Depending on sausage type as well as texture and cooking temperature, you can use native starches such as potato-, wheat- and maize starch. To reduce the cooking loss, modified starches in combination with native starches are recommended.

In ham, recombined meat and bacon you can improve your products by using spray dried glucose syrup and dextrose. You will obtain better taste and improve the colour stability. Furthermore, it is possible to improve the solubility of

your brine mix by adding GLUCI-DEX® II, which is agglomerated spray dried glucose and maltodextrin. It also has the function of dispersing carrageenan and phosphates without lumps.

In cured meat, e.g. salami sausages, you can obtain a controlled reduction of pH by adding dextrose and maltodextrin. Dextrose is used to have a quick drop of the pH. Maltodextrin is used to obtain a controlled pH, due to the fact that it makes the starter cultures ferment much slower.

The typical dosage is 0.5% dextrose and 2% maltodextrin.

By using Glucidex in low fat products you will obtain a special structure and texture which is similar to

fat. Typically, you can obtain a fat level of < 110% depending on the end product.

In hamburgers and meatballs pregelatinized starches improve your minced meat, as it makes it easier to form the product. Consequently, your production capacity will increase. Furthermore, the cooking / frying losses will decrease.

Sodium isoascorbate (erythorbate) can be used in all cured meat products. It is a low cost and efficient reducing and antioxidant agent. Glucono-delta-lactone allows a fast and standardised acidification in all kinds of sausages. It can be used alone or combined with cultures. Wheat gluten is an ideal vegetal protein for many meat products.



Bakery products

The industrialisation of bread making has created a need to use stronger, more tolerant flours. The addition of VITEN, vital wheat gluten allows the use of high protein wheat to be reduced or eliminated. Bread volume is increased, with a more regular crumb structure and increased retention of water. Yield is improved and the rate of staling reduced. VITEN, addition is particularly applicable to speciality breads and various types of breadrolls (rolls, croissants, and brioches).

In cakes and pastries adding VITEN, vital wheat gluten results in products with better resistance to crumbling and with higher protein levels. Sorbitol is a particularly good humectant, which improves the shelf life of moist, sticky products.

In pastry application you can use glucose syrup as a sucrose replacement by adding the products FLOLYS, E70, and MELIOSE,.



Furthermore the properties of custard can be improved by adding native and modified starches CLEARAM, MH 05, or by adding pregelatinized modified potato starch PREGEFLO, PJ 30 in instant custard products.

For your biscuits and snack applications Roquette improve the properties of flour. MALTISORB, crystalline maltitol enables "no added sugar" biscuits to be produced with organoleptic properties very similar to those of traditional biscuits. Also Dextrose can be used as a sucrose replacement in both biscuits and breads.

FI Europe in Paris

In the last issue of Appetizer you had the possibility of winning a free trip to FI Europe in Paris. We now have the pleasure of announce, that the lucky winner was Mr. Henrik Udby from VM Margarine.

Our travel arrangement to Fi Europe includes flights, accommodation, entry to the exhibition and a beautiful cruise on the Seine.



Congratulations to Mr. Henrik Udby – the winner of a free trip to Fi Europe 1999 in Paris.

Soups and sauces

For soups and sauces, Roquette has developed special types of native and modified starches, which makes it possible for you to maintain the desired viscosity and texture despite the high cooking temperatures and high shearing effects of modern processing. Good resistance to low

pH and freeze/thaw cycles is also provided by these starches.

In sauces, ketchup, salads and mayonnaise - thickness, texture, emulsification and stability are controlled by the choice of suitable modified food starches. Glucose syrups can provide sweetness when required and also contribute to product viscosity.



Soft drinks and fruit syrups

Roquette has a range of glucose syrups divided in Meliose containing fructose and Flolys without any fructose. Glucidic composition is tailored to provide the sweetness, viscosity and clean flavour required for all types of carbonated drinks, fruit syrups, nectars and concentrates.

CLEARGUM® CO01, a modified waxy maize starch with high emulsifying power, is used in the preparation of fine and stable emulsions, essential for the manufacture of beverage concentrates.

For powdered drinks you can use maltodextrins and dextrose as bulking agents and sweeteners.

Caramel colours are the preferred products to impart the characteristic colours to colas, and other golden-yellow to red-brown drinks.



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For further information fill in the questionnaire

Alsiano Food Seminar 1999

An inspiring and pleasant day

On 2 March 1999 our yearly Alsiano Food Seminar took place at Radisson SAS Hotel in Copenhagen. 27 speeches were given by 14 of our suppliers, who told about their products and their advantages in different food applications.

All together 96 persons from the food industry in the Nordic countries participated and they were introduced to both new products as well as new application possibilities for existing ingredients.

The result was an inspiring day, which gave birth to many new product ideas. We thank all of you who participated for a pleasant and profitable day.

We hope to see you at our Food Seminar next year, which will take place in March 2000 in Gothenburg Sweden.



Below, one of our new suppliers, presented interesting egg products at the seminar.

Coming up

Arrangements

FI Europe in Paris

This year's FI Europe exhibition will be held in Paris from 14-16 September. Like previous years, Alsiano have invited all interested customers to participate in our travel arrangement which includes flights, accommodation and an evening arrangement - a beautiful cruise on the Seine with dinner and music entertainment. Alsiano will bring around 70 persons to Paris where

we shall stay at the Home Plaza Bastille Hotel near the Place de la Bastille.

Deadline for registrations to this year's travel was on 18.06.99. However, if you would like to receive our invitation for the next FI Europe exhibition, please let us know.

Alsiano Food Seminar 2000 in Gothenburg, Sweden

In March 2000 Alsiano's yearly food seminar will take place in Gothenburg in Sweden. The aim is to give you inspiration and new product ideas by introducing you to a wide range of our suppliers and the unique possibilities which they offer.

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For further information fill in the questionnaire

New Sales Manager of the Food Department

Earlier this year we have increased our staff as a result of our plans to expand into the Nordic countries. In view of the big and exciting challenges we face we have found it necessary to strengthen the management of the Food Department with a person of comprehensive commercial and management experience.

For the position of Sales & Marketing Manager we would like to welcome Mr. Jens Hummeluhr. Jens has a M.Sc. in agriculture and is coming from a position as Sales Director at Seruminstitutet. He has also had a long career at ICI/Zeneca where he during his 10-year employment period was promoted to Marketing Director. We look forward to a productive and fruitful co-operation.

The Sales & Marketing Manager up till now, Mr. Henrik Wenøe, will now turn to the development of business relations with the Baltic countries with reference to Jens. We take this opportunity to thank Henrik for the marvellous job he has done for the Food Department. Our position on the market today is largely achieved thanks to Henrik's marketing initiatives.

On this page you can read more about the organisation and your contact persons at Alsiano.

Erik Bang Christensen
Managing Director

When you need help and inspiration call your personal contact at Alsiano

In order to ensure that you get an optimum service level we have reorganised the entire food group. We have divided our staff into three teams ensuring a high degree of specialisation in the application areas. Highly qualified people with a professional, technical and commercial background will cover each segment. The specialisation will give us a better basis for solving your problems and help innovate your products. Furthermore we have enlarged our team by 2 new Area Sales Managers in order to have more time with you and to give you the service you deserve.

This new organisation will ensure that you as our customer receive

the best possible service. Below you can easily find your application area and your contact persons. We look forward to helping you innovate new products and to helping you solve your problems. Please feel free to call us.



Jens Hummeluhr Sales & Marketing Manager of the Food department

Logistics



Lene Baldasano del Valle
Logistic manager

Lene is the manager of our logistics department and works in close co-operation with Mette on deliveries to the entire Nordic Food industry. In the logistics department you also find Christa Børgesen who mainly takes care of fluid transportation and full truckloads. The logistics department ensures you high quality deliveries - in time and without problems.

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Appetizer

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News in brief

Eat Columbus® Egg for all good reasons!

We are happy to inform you that all egg products available for sale from our Belgian egg supplier Belovo are guaranteed dioxin-free. The Ministry of Health can issue health certificates for all batches guaranteeing that Belovo products are free from dioxin.

There are several reasons why you should choose Columbus® Egg & other Belovo products:

TEAM Meat - fish - dressing - jam - ready meals - pet food



Flemming Steensgaard
Area Sales Manager

Flemming is a food technologist and has an education within the meat industry and is therefore specialized in meat products. He also has a wide experience within jam production. He has several years of commercial experience from the food industry.

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Stefan Dahl
Area Sales Manager

Stefan is a food technologist and a cook and has several years of commercial experience in selling a variety of food ingredients. Stefan is originally trained as a cook. He is specialized in meat and fish, dressing, jam, ready meals and pet food.

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Tina Husum
Sales & Marketing assistant

Tina has a bachelor degree in English and German and started at Alsiano on 1 June 1999. She has a wide experience in sales assistant tasks.

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TEAM Confectionery - bakery - mills - beverage - brewery



Carsten Slot
Area Sales Manager

Carsten is a chemical engineer and is specialized in the confectionery, bakery and juice area. Carsten has several years of international commercial experience and has previously worked for the Danish juice company Orana.

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Per Rehné
Area Sales Manager

Per has an education as baker and as food technologist. He is specialized in the confectionery and bakery area and has commercial experience from the food and feed area from his previous jobs at Perkin-Elmer Denmark and Foss Electric A/S.

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Jette Rasch
Sales & Marketing assistant

Jette has a bachelor degree in English and French and has been with Alsiano for 10 years. Jette is responsible for organizing our yearly FIE travel arrangement.

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TEAM Dairy - babyfood - icecream - snacks



Henrik Wenøe
Area Sales Manager

Henrik has a degree in chemistry as well as a commercial degree. Henrik has been with Alsiano for 7 years and is specialized in the dairy and snack area. Besides locating new suppliers and developing business relations with the Baltic countries Henrik will also back up the Dairy Team.

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Erik Rasmussen
Area Sales Manager

Erik has a background as dairyist and as food technologist. Furthermore, he has a commercial degree and commercial experience from his previous job as area sales manager in the Danish food company Danish Freeze Dry A/S and as product manager at Chr. Hansen.

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Monica Østergaard
Sales & Marketing assistant

Monica has a bachelor degree in science and business administration. Furthermore, she is studying international business. Monica has recently taken over the work as co-ordinator of Appetizer and she is responsible for arranging our yearly food seminar.

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- an exclusive and controlled vegetarian diet is given to the chicken
- Columbus® Egg has balanced fatty acids for improved lipid metabolism and healthy eating
- Columbus Egg, Egg White Powders & Egg Albumen Powder have no dioxin contamination

For further information about Belovo products and the precautions taken in connection with the dioxin risk please turn to Belovo's homepage on "http://belovo.com"

WestHove - new gluten free coatings

Our supplier of innovative cereal ingredients, WestHove, has created a new gluten free coating concept.

This includes a batter mix recipe without wheat flour which is easy to use, neutral in taste and which has the same efficiency on any kind of raw material. Furthermore, it includes a gluten free agglomerated breadcrumb based on maize. The product is guaranteed GMO free, has a nice stable colour, a low level of dust and an excellent behaviour during storage and cooking.

Many thanks to Sara - welcome to Tina

Sales and marketing assistant Sara Riis has decided to seek new challenges and has therefore left Alsiano from 1 June 1999. We would like to thank Sara for her work at Alsiano and wish her all the best! Monica Østergaard has taken over the work as co-ordinator for Appetizer.

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For further information fill in the questionnaire

Furthermore, we would like to welcome Tina Husum who from 1 June 1999 replaces Sara. Read more about your contact persons on this page.

Welcome to two new sales representatives at Alsiano

Due to increased activities in the Northern countries two new sales representatives have been employed from May / June 1999. We would like to welcome Per Rehné and Erik Rasmussen and look forward to a good co-operation. On this page you can read more about your contact persons at Alsiano.