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NATIONAL STARCH FOOD INNOVATION EUROPE SCOOPS FIE AWARD WITH N-DULGE FR

National Starch Food Innovation, hall 8, stand 8H20, Food Ingredients Europe 2009, 17 – 19 November, Frankfurt

National Starch Food Innovation's pioneering cost saving bakery ingredient, N-Dulge® FR starch was celebrated at last night's Food Ingredients Excellence Awards 2009. Claiming the bakery innovation of the year prize, the cost saving ingredient impressed the judges with its fat replacement potential and its performance in a range of baked goods. The panel of industry experts highlighted N-Dulge FR's ability to demonstrate and drive innovation. The team responsible for developing and marketing the product were praised for their technical insight, consumer focus and commitment to maximising value for their customers.

"We're thrilled to have won this prestigious award and that such a learned judgement panel has validated that N-Dulge FR is indeed a truly innovative solution," said Mike O'Riordan, the company's European technical director. "By anticipating the future needs of our customers, we were able to deliver a groundbreaking and cost-effective solution for reducing saturated fat in baked products at the right time for the market."

N-Dulge FR is a starch-based solution that significantly reduces the cost of ingredients while enabling savings on warehousing and storage and improving production efficiency. It increases shelf life and offers excellent batch-to-batch consistency, reducing wastage and increasing value to manufacturers. The ingredient mimics the role butter, margarine or bakery fats play in a cake recipe (high ratio or pound cake type¹). The result is the opportunity to cut the fat and saturated fat content of pound cakes by two thirds, while reducing the calorie content by 25 percent.

¹ Definitions:

Pound cake: a cake containing equal quantities of flour, sugar, egg and fat

High ratio cake: a cake where a greater proportion of sugar and/or liquid are used in the recipe than flour

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Editor's note:

National Starch Food Innovation is a leading global supplier of nature-based functional and nutritional ingredient solutions to the food and beverage industries. In Europe, the company has a strong focus on delivering innovation to meet market and consumer trends in wholesome, clean label products, texture, nutrition / wellness / vitality and delivery systems. This vision combined with an extensive, award-winning product range, which is tailored according to regional requirements, market knowledge and technical expertise makes National Starch Food Innovation a partner of choice for the next generation of food producers.

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