

# NEWSLETTER



INGREDIENTS  
Your Long Term Partner

FLAVORS

Q3 2020

Dear Readers,

We hope you all enjoyed your summer and are well and safe.

This summer has been busy for the FSL Flavors and Innovation team who have spent many hours developing various sugar replacer and sugar reduction solutions to address the market disruptions caused by the sugar tax.

In this Q3 edition of the FSL Flavors Newsletter we will be focusing on two age old food and beverage concepts which are experiencing a comeback: Potato Buns & Kombucha Beverages.

We hope you enjoy this newsletter and please feel free to contact us to discuss any of these concepts or the work we are doing on sugar reduction solutions.

Happy Reading!

**News Alert:** Gulfood Manufacturing 2020 has been cancelled due to COVID-19 and the restrictions on international travel. The show is now scheduled to take place from November 7th-9th 2021.



## THE NEW OLD-FASHIONED BUNS

Potato buns are making a comeback in the bakery industry. In the 19th century, potatoes were a common ingredient used to make breads in Europe and the United States. Mashed potatoes would add color, texture, a variety of nutrients and a lighter, fluffier and better tasting bakery product.

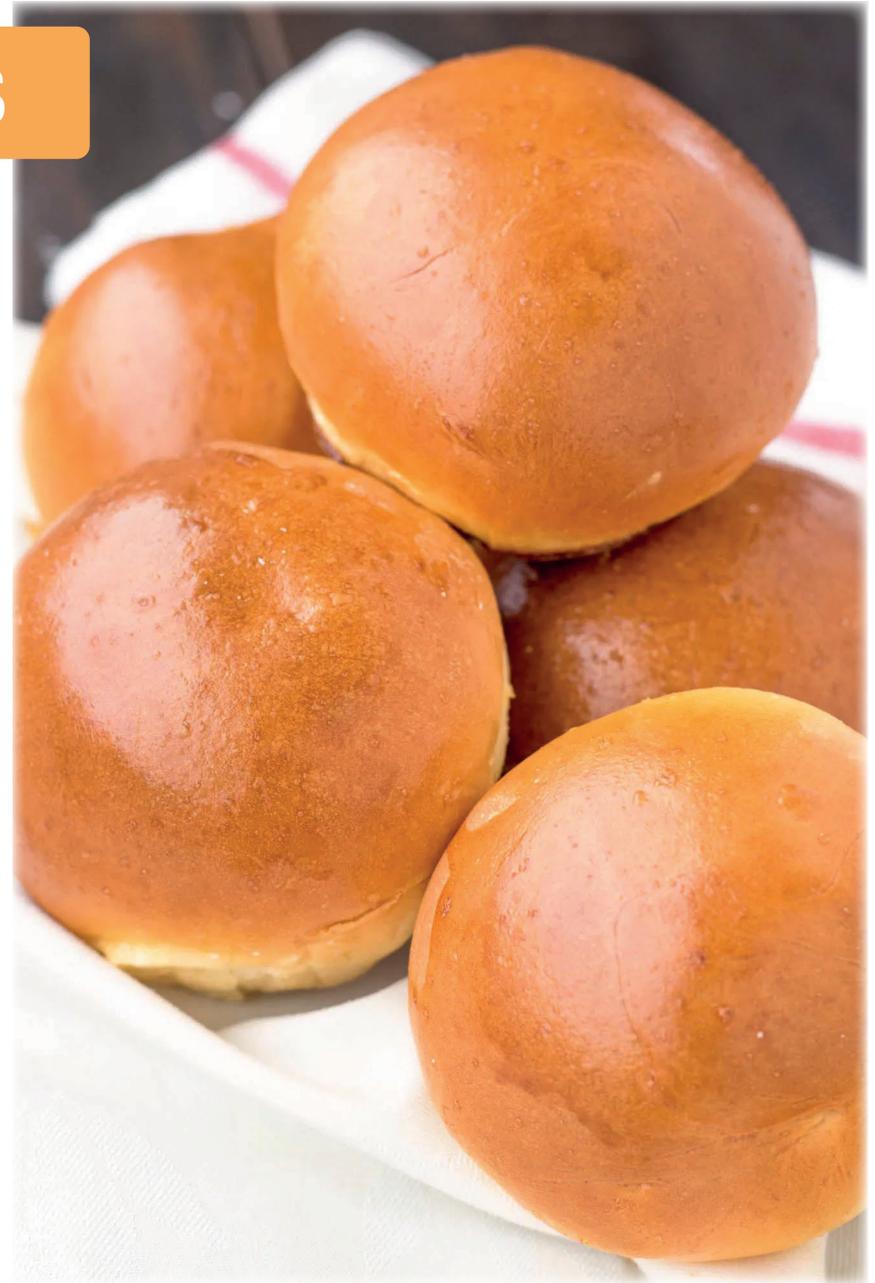
Today, potato buns are made by replacing a portion of whole wheat flour with potato flour or potato flakes which allow for a sweeter taste and softer texture than normal white buns.

## Advantages of Potato Buns

Potato buns have 3 advantages over white bread for the following reasons:

- ✓ **Shorter Proofing Time** - Potatoes contain potassium which causes yeast to rise faster than it would with breads which only contain wheat.
- ✓ **Light Texture** - With the presence of heat, starch molecules begin to swell; this retards the development of gluten and makes the buns lighter and less crunchy.
- ✓ **Moist Buns** - Potato starches absorb more water than wheat starches do, leading to a moist and softer bun with a longer shelf-life.

However, the ever changing consumer landscape creates an opportunity to improve this age old recipe by developing a more authentic potato bun flavor that would make a brand stand apart from the rest.



**FSL and Aromatech have developed a range of potato flavors to address this opportunity in the bakery industry and our flavors specialists in Dubai have now created four different potato flavors for our customer’s bakery applications.**

Using less than 2% of potato flakes and our proprietary potato flavor at 0.30% dosage in total batch weight results in a significantly improved taste and aroma of this age-old bakery classic.

## FSL - AROMATECH SAMPLE RECIPE



| Ingredients                  | Grams per 1kg of Dough |
|------------------------------|------------------------|
| All-purpose Flour            | 561.17                 |
| Water                        | 200.61                 |
| Whole Egg                    | 120.36                 |
| Sugar                        | 40.12                  |
| Oil                          | 40.12                  |
| Potato Flakes*               | 12.04                  |
| Instant Yeast                | 11.22                  |
| Skimmed Milk Powder          | 6.02                   |
| Salt                         | 3.21                   |
| Potassium Sorbate            | 1.00                   |
| Citric Acid                  | 0.60                   |
| <b>Potato Flavor 7.50713</b> | <b>3.00</b>            |

\*Potato Flakes are also available from FSL.

| SPECIFICATION | FLAVOR                |
|---------------|-----------------------|
| Reference     | Potato Flavor 7.50713 |
| Aspect        | Powder                |
| Legislation   | Nature Identical      |

## RAH-RAH KOMBUCHA!: INNOVATING A NEW FLAVOR RANGE

In our Q1 Newsletter we briefly introduced Kombucha beverages and our plan to develop a range for this fast-growing new beverage concept.

To offer a recap:

**Kombucha is a fermented tea and functional beverage with vitamins, amino acids, healthy probiotics and immune boosting benefits.**

This ancient beverage originated in Manchuria 2000 years ago and was prized for its healing properties, often being referred to as “the remedy for immortality.”

Its name is derived from the story of Dr. Kombu, a Korean physician who brought the fermented tea to Japan to cure Emperor Inkyo of an illness he was suffering from. The story of its healing success spread far to India, Russia and Europe where it was consumed for centuries.

The demand for this ancient health drink has now been reinvigorated again as the health trend spreads across the globe.



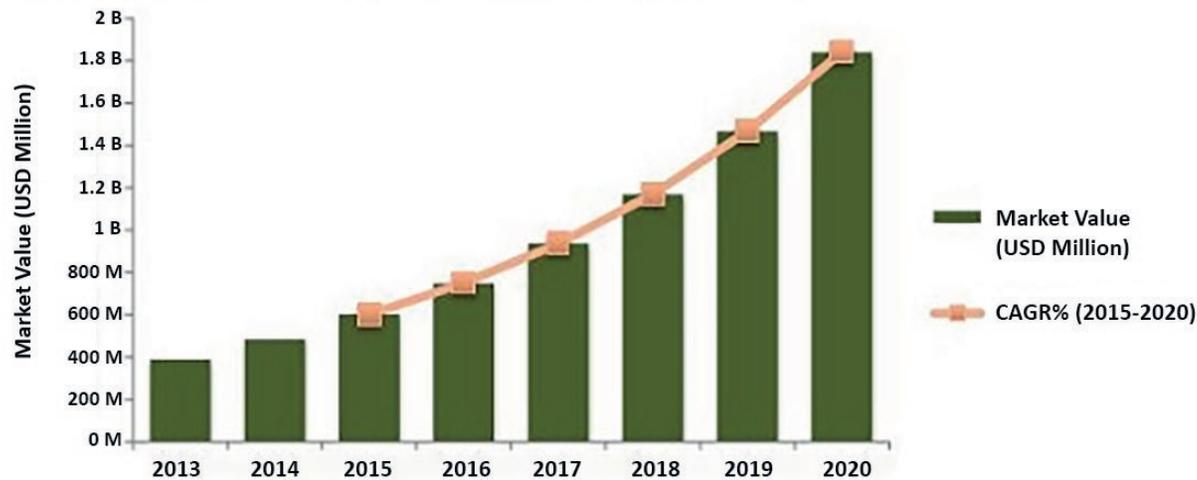
Kombucha beverages are now widely available across North America, Europe and the APAC region where they are replacing the retail shelf space once occupied by sugar-added juices. Kombucha is available in a myriad of creative and exotic flavors and some retail stores have entire sections dedicated just to Kombucha beverages.

Kombucha can be made with and without sugar – making this a healthy and sugar reduced or sugar-free drink – a revolutionary new healthy beverage concept.



“The US and European market for Kombucha has grown exponentially in the last 5 years from a level of **US\$ 600 Million in 2015** to **US\$1.45 Billion in 2019** reflecting a healthy growth rate of approx. **25% per annum.**”

KOMBUCHA MARKET VALUE ANALYSIS, 2013-2020 (USD Million)



Source: MarketsandMarkets Analysis

## HEALTH BENEFITS



### Kombucha is promoted to:

- ✔ Strengthen the immune system and fight disease with its antioxidant and anti-inflammatory properties.
- ✔ Reduce Cholesterol due to the phytosterols and antioxidants present.
- ✔ Aid Digestion with its live probiotics.
- ✔ Improve mood (due to the positive effect it has on the gut).
- ✔ Improve Diabetes.
- ✔ Some proponents also claim that Kombucha helps liver function, rheumatism, gout, nervousness and helps fight cancer (although these claims have not been medically proven yet).

## PREPARATION

The process of preparing kombucha varies but most often involves a double fermentation process where in Scoby (a symbiotic culture of bacteria and yeast) are mixed into the tea mixture and left to ferment at room temperature for 1-3 weeks and then bottled for 1-2 weeks to contain released CO<sup>2</sup> and promote carbonation. It is then refrigerated to slow down the carbonation and fermentation process. Lack of awareness around this second fermentation cycle led to misregulation of alcohol content in the past but this has been addressed to remove any alcohol from the product.



## FSL - AROMATECH CREATIVE KOMBUCHA RANGE



In a world where consumers demand new tastes and new concepts with healthier benefits, **FSL and Aromatech are venturing into our own range of innovative Kombucha flavors.**

### Pink Lady

A blend of Raspberry and Hibiscus Flavor

### Peach Perfect

A blend of Peach and Rosemary Flavor

### Berry Blast

A blend of Blueberry and Blackberry Flavor

### Mango Sunshine

A blend of Mango and Carrot Flavor

### Beet & Berry

A blend of Beetroot and Strawberry Flavor

### Pineapple Kick

A blend of Pineapple and Ginger Flavor

### Aloe Morning Dew

A blend of Aloe Vera Flavor and Lychee Flavor



For flavor creation requests, recipe formulation, pulp and flavor samples and/or any further inquiries, please contact:

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