

HOME-CRAFT™ CREATE 765

Description: Flour derived from wheat

Appearance: Fine white/creamy powder

Features	Benefits
Ingredient declaration: wheat flour, a consumer friendly label	Opens opportunities for product differentiation in the market place. A functional ingredient with a simple ingredient declaration appealing to consumers.
Low to moderate tolerance	Withstands processing requirements of the food manufacturer – typically kettle cooking/steam injection and pasteurisation temperatures. Does not breakdown during processing unlike standard native flour.
Excellent shelf life stability	Freeze/thaw stable, chill stable and ambient stable with no compromise on texture over shelf life. No gelling or syneresis.
Versatile in application	Performs well in acidic or neutral systems. Provides water binding and creates a texture, flavour and appearance typical of wheat flour.
Batch to batch consistent, no seasonal variation	Enables manufacturer to create sauces with a consistent viscosity profile and removes the need for recipe reformulation upon receipt of new seasons crop.
Insoluble in cold water and homogenous particle size distribution.	Dispersion characteristics allow HOME-CRAFT CREATE 765 to be easily used in most industrial scale processes. Best practice dictates the addition of the powder to water under agitation. A ratio of 1:5 powder to water is suggested.

APPLICATION AND USAGE INFORMATION

Application Summary:

HOME-CRAFT CREATE 765 is a functional wheat flour designed to thicken and stabilise high moisture systems such as soups, gravies and sauces. It provides a texture, mouthfeel and flavour typical of flour. Thus allowing the development chefs an opportunity to create concepts which reflect a “homestyle” but restaurant quality which is recognised and appreciated by the consumer. Low to moderate process tolerance allows the manufacturer to create sauces to a required viscosity consistently. Offers manufacturers the opportunity to up-grade standard flour improving processability with no change to label declaration.

Functional flours maintain their texture through shelf life with HOME-CRAFT CREATE 765 having exceptional freeze thaw stability.

Typical applications include:

Ready to eat meals and meal solutions: Ideally suited to manufacturers looking for a functional ingredient which provides a texture and mouthfeel typical of flour for their developments. Benefit from the positive attributes of flour – opacity, flavour and gloss in the end application - with no compromise in performance through the industrial process.

Effective Date: 01.10.2012 [1]

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Chilled applications: In savoury sauces for ready meals or stand alone sauces, HOMECRAFT CREATE 765 offers viscosity and textural stability. Depth of shine and opacity make it ideal for gravies or jus. Cream based sauces benefit from the smooth texture and mouthfeel of this product. For chilled items with the option to freeze by the consumer performance is not compromised.

Frozen applications: All the attributes as described above apply equally to frozen applications. Products which are required to withstand harsher freeze/thaw cycling with no compromise on quality will benefit from the use of this ingredient.

Pasturised ambient sauces: For tomato and cream based sauces requiring a longer shelf life, HOMECRAFT CREATE 765 delivers viscosity stability over life. Again the unique textural properties allow for new product development with a smoother, more pourable consistency in the sauces. Mouthfeel and flavour delivery are enhanced offering a quality improvement to the consumer. Simple labelling offers product differentiation for the manufacturer.

Usage Information:

HOMECRAFT CREATE 765 is a product that requires heat to functionalise. Typically it will begin to gelatinise at approximately 65°C. Temperature requirements and holding times will vary depending on the other ingredients used within the formulation, however, a guideline is approximately 10 minutes at 90°C. The pH and shear used will affect the speed at which full viscosity development is realised. A low hot viscosity when compared to a starch alone thickening system is typical of this product. This provides an additional benefit to the food manufacturer of reduced burn on and better heat transfer during kettle cooking.

Usage levels will vary depending on requirements and other ingredients being used within the recipe – typically 2 to 4% inclusion rate is required.

Label declaration recommendation: Wheat flour

EU Classification: Food Ingredient

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Effective Date: 01.10.2012 [1]

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