

Natural ingredients for artisanal baked goods on an industrial scale

With its newly relaunched Slow Milling® range, GoodMills Innovation enables wholesale and industrial bakeries to create enticingly authentic products

Like any industry, bakeries are driven by trends and market developments that significantly impact raw material usage, production and end products. An artisanal approach has been driving the baking industry for some time now, and it is a trend that looks set to continue. Consumers increasingly demand baked goods that promise natural ingredients, outstanding, artisan-like quality and additional health benefits. Yet they are concerned about sustainability, too, with the health of our planet the most important global issue, and consumers responding by taking action to reduce waste, according to Innova research. "As the cost of living crisis continues, brands can succeed by taking actions that combine economic benefits with clear health and sustainability goals," says Lu Ann Williams, Global Insights Director at Innova Market Insights. "Redefining value across the food and beverage industry will lead the way in 2023, as consumers seek brands that listen to them, understand them and respond to their core values. They want brands that provide quality, trust, and confidence via their product formulations, communications and wider sustainability actions."



In short, shoppers are seeking out clean label bakery products that contain natural, sustainable, health-promoting ingredients – and at a price that suits their budget.

This is where the recently relaunched GoodMills Innovation's Slow Milling® range plays a key role: The return to artisan methods was the guiding principle for the comprehensive revision of its raw materials and recipes, coupled with premium quality and convenience for bakeries.

Natural baking has always been the approach of the Slow Milling® range. However, its current recipes are even more in tune with today's zeitgeist, with a special focus placed on the use of pre-doughs and long dough resting times for a truly artisan feel. In contrast to baking mixes, Slow Milling® allows plenty of scope for modifications to create baked goods with highly desirable and individual characteristics.





Natural ingredients for enhanced safety

Naturalness, aroma and dough maturation are the focus of the latest Slow Milling® range. Yet it also offers product safety, reproducible results and, for example, an increase in fermentation tolerances.

In order to offer a wide range of baked goods with consistent appearance and quality, manufacturers must be able to rely on a certain level of baking safety. Slow Milling® enables this process through the use of entirely natural raw materials, so that the artisanal and natural character of the baked goods is preserved, even on an industrial scale. For example, the range includes a high-protein flour made from wheat or spelt - both in conventional and organic quality - bringing more security to the process.

Raw material selection in line with demand

Put simply, the Slow Milling® range is a construction kit of value-added raw materials for baking technology and safety, as well as taste and aroma.

Value-added ingredients are flavourful and visually outstanding, and give a bread or pastry a unique character. When selecting raw materials, GoodMills Innovation places particular emphasis on providing manufacturers with a real opportunity to differentiate their products with high-quality inclusions such as malted flakes made from rye or spelt.

In terms of baking technology and safety, the focus is on consistent quality of baked goods, their recognisability and certainty of success - a basic requirement, especially for businesses that bake on an industrial scale.

Flavour and aroma are achieved primarily



through the appropriate management of the dough. How long and under what conditions the dough rests, and the yeast and enzymes are able to work, results in different dough and pastry properties.

One product example from the Slow Milling® range is the natural baking agent Ferment'ic. For its production, GoodMills Innovation uses a wheat germ sourdough. In the bakery, Ferment'ic is particularly suitable for Mediterranean wheat pastries such as ciabatta or grilled offerings which, with a relatively short processing time, promise a round aroma full of character as well as an open and glassy pore, and hearty crust. Previously time-consuming process steps have been factored into the production of Ferment'ic in order to significantly improve the quality of the pastries, without any loss of time in the bakery.

Ferment'ic is a cost-efficient, clean label dough ingredient that allows for the creation of aromatic, crispy bakery products with outstanding taste.

Ultimate flavour and freshness

Another highlight of Slow Milling® is Ammber® Flour, an ancient grain from the Emmer range. As an alternative to ordinary wheat, it allows for the production of a variety of pastries made from ancient grain for enhanced consumer perception: Traditional bread wheat is increasingly viewed as highly-bred grain and has become a synonym for "empty calories". As a result, consumers perceive it to be ultra processed and therefore something to avoid. In contrast, baked goods made with Ammber ancient grain flour are distinguished by their subtle yellow crumb, aromatic taste and outstanding freshness.

Ammber® Flour allows for the creation of pastries with ancient grain that is naturally rich in

carotenoids, promises ultimate taste and freshness, and extended shelf life.

Also in the portfolio is Slow Milling® Wood-fired malt designed to enhance the aromatic flavour of products baked in a wood-fired oven. This clean label ingredient supports water absorption and an attractive crumb colour for authentic artisan creations.

On-trend recipe concepts

GoodMills Innovation's Slow Milling® range includes a large number of basic recipes that guarantee successful application of the raw materials. However, all baked goods can be modified or expanded according to individual requirements, current trends and market conditions. The recipes are designed in such a way that they can be easily implemented in large bakeries and by industrial bakers. The catalogue includes countless suggestions and concepts that industrial bakeries can successfully implement, be it for bread, rolls or cakes. Coupled with the application expertise of the baking experts at GoodMills Innovation, the Slow Milling® ingredients allow for significant cost-savings in production, so that bakeries can offer customers premium baked goods at an appealing price.



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