

FOOD INGREDIENTS

Innovation in Action

Food Manufacturer QualiTech Finds Creative Options For Cinnamon

PROBLEM:

A recent market shortage on cinnamon, combined with one of our major customers utilizing cinnamon on their bagels, offered a mutual opportunity for QualiTech to create an inclusion containing real cinnamon that could be baked or fried and was cost-effective. In expanding the opportunity, the customer also inquired if the cinnamon inclusion could be put in the dough to protect the yeast function. What started out as a simple request to provide a cost-effective option for cinnamon delivery turned out to also include a need for improved performance in the finished product.

SOLUTION:

QualiTech created a real and natural cinnamon inclusion that was consistent in taste, color, look, feel and aroma - when baked or fried. It also helped to protect the yeast function of the dough. Flavor-ettes Cinnamon Streusel, encapsulated sugar and encapsulated cinnamon and sugar delivers topical inclusion that doesn't weep or smear, melt or absorb moisture from the baked good. This allows the topical inclusion to maintain its crunchy texture and appearance through the product's shelf life and distribution. Encapsulation helps to reduce dusting in the production facility.

The benefits of inclusions are:

- Consistent performance (flavor, integrity, look and feel)
- Consistent supply
- Lower cost
- Provides protection from manufacturing processes
- Smaller carbon footprint

TIP:

QualiTech's encapsulated cinnamon sugar and other encapsulated products allow for moisture control during freeze/thaw processes and in finished applications. The coated crystals can be used on top of frosting or icing and will not dissolve. They can be frozen and microwaved and will not dissolve. This is exciting because it allows for these products to be used in applications that they couldn't be used in before.

To discover how QualiTech can improve or enhance your food products, please visit qualitechco.com or call us at 800.328.5870 ext. 219.



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