

Baking & Snack

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Baking & Snack[®]

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The knowledge authority for development, production, packaging and distribution of grain-based foods.

INSIDE Improvements

Construction projects seek
operations efficiencies

Nonni's Food Co.
New capital ups capacity

CASTYKAKE

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58 BAKING MIXES

► Naturally gluten- and yeast-free Chebe Bread is based upon pao de queijo, Brazilian cheese bread.
PAMELA PRODUCTS

manufacturers and consumers embrace ingredients that address new allergens.”

GROWING AUDIENCE. The rise in gluten-free baking mixes has been particularly embraced by consumers with Celiac Disease (CD) and caregivers of children diagnosed with autism spectrum disorders. The audience for gluten-free foods continues to escalate. Recent estimates indicate that 1 in every 133 people have CD, and 1 in every 150 are diagnosed with some form of autism spectrum disorder.

The temperamental aspect of gluten-free baking makes the availability of gluten-free baking mixes a boon to frustrated consumers looking to maintain a sense of normalcy in their meals. Without mixes, gluten-free consumers must experiment with a variety of flours, gums and emulsifiers to produce a taste and texture comparable to foods containing gluten.

Pamela's Products, Ukiah, CA, produces wheat- and gluten-free baking mixes designed to add to the consumer's quality of life and promote success in the kitchen. All Pamela's Products baking, pancake, bread, cookie and cake mixes have recipes on them to encourage experimentation. The all-natural mixes are free of chemical preservatives and trans fats.

“As a gluten-free consumer, it's difficult to find consistency as a home baker, and it becomes a matter of finding a good mix as a foundation to work from,” said Stephanie Robbins, director of marketing, Pamela's Products.



Updating the Standards

July 1, the Codex Alimentarius Commission, a joint effort of the Food and Agriculture Organization of the United Nations and the World Health Organization, set a new benchmark for gluten-free labeling. The benchmark states that gluten-free foods do not contain wheat, rye, barley, oats or their crossbred varieties and the gluten level does not exceed 20 parts per million (ppm) in total, based on the food as sold or distributed to the consumer.

106 member companies in Codex will use this benchmark. The European Union will use also this as a guideline.

The mixes also combat isolation by providing food alternatives normally eliminated in a gluten-free diet such as cakes, cookies and bread. The company also sponsors an annual contest that focuses on creating recipes that can be enjoyed by gluten-intolerant consumers and those who are not.

“Pamela's Products works to break down the stigma of having to eat differently and, in turn, recognize that gluten-free eating can be really good,” Ms. Robbins said.

Gluten-free baking was also a topic of interest at the recent Institute of Food Technologists show in New Orleans, LA. At the show, Minneapolis, MN-based Cargill shared The Nielsen Co.'s finding that sales of gluten-free foods have increased 40% during the past year. In response to this growing trend, Cargill introduced gluten-free cupcakes made from a cake mix



◀ Fair-trade ingredients promote sustainability and benefit people in the countries where ingredients are sourced.

SIMPLY ORGANIC