Doehler at ProSweets 2018:
Naturalness and indulgence for confectionery and baked goods with an extraordinary taste sensation

What makes confectionery and baked goods an extraordinary indulgence? When they not only appeal to all senses and taste delicious, but also provide a functional added value. At ProSweets 2018, Doehler will present a number of products which combine indulgence, functionality and health under the motto “Multi-Sensory & Nutritional Excellence”. Tasty fruit gums with proteins, a spicy ciabatta with carrot granulate or a dark chocolate praline with a liquid Cold Brew Coffee core are just a few of many unique and Multi-Sensory Experiences® at the Doehler stand. Doehler will also present its extensive product portfolio of natural ingredients, ranging from natural flavours, natural colours, health & nutrition ingredients, cereal ingredients, dry ingredients, fruit & vegetable ingredients to ingredient systems.

Snacking makes you happy!
Confectionery is primarily an indulgence product, however, an increasing number of consumers are requesting a healthy added value, whether this be energy, power or relaxation. Functional ingredients, already established in many sectors of the food and beverage industry, are now enjoying growing popularity in the confectionery sector. At ProSweets 2018, “Healthy Snacking” not only comprises delicious but also healthy snacking and therefore mainly targets a healthy lifestyle. This trend addresses different target groups in different life situations and is reflected in beauty, activity or “best ager” products. So-called “superfoods”, such as turmeric, pomegranate, acerola or ginger are thus in line with the latest trends. They are full of nutrients and are therefore regarded as particularly beneficial for well-being. Proteins are viewed as truly multi-talented in nutrition thanks to their important function in the metabolic process. Doehler’s range of proteins from rice, peas or oats is perfectly suited for providing added value to delicious sweet product innovations.

Against this background, Doehler has developed a portfolio of functional fruit gums for different customer requirements. These not only taste great, but also contain healthy ingredients, such as proteins, guarana, botanical extracts or superfood ingredients. The natural power of superfoods can clearly be seen in a hard boiled candy, which has an RDA vitamin C value of
50% thanks to being enriched with acerola powder. The added acerola powder has a standardised vitamin C content of 34% which supports the immune system and provides a small energy boost. Functionality is an important trend in the confectionery sector. It combines indulgence with a healthy added value and primarily benefits consumers with fast-paced daily lives.

**Extraordinary taste sensations**

Doehler is focusing on natural ingredients and ingredient systems in line with the motto “Turning the best out of nature into Multi-Sensory & Nutritional Excellence”. Whether delicious fruit fillings in biscuits or crunchy indulgence in chocolate products, Doehler has the perfect product solution for every taste. In order to ensure access to natural raw materials, the company has its own processing plants for fruits, vegetables and many other raw materials in the best growing regions around the world. Thus, Doehler has a wide portfolio of natural ingredients in premium quality which not only provide extraordinary tastes and brilliant colours, but also a balanced nutritional value.

Enjoyment and indulgence while snacking is provided by the combination of different flavours and textures of the baked goods and confectionery. The entire spectrum of Doehler’s dry ingredients comprises whole dried fruits, slices, pieces and powders or granulates. Thanks to modern and gentle drying technologies, such as freeze drying, vacuum belt drying, spray drying or roller drying, the natural raw materials, fruits and vegetables keep their valuable nutrients, their fresh taste and their natural colour. Visitors to the Doehler stand can see all this for themselves, for example with the delicious ciabatta bread with carrot granulate, a crunchy chocolate bar with fruity raspberry granulate and pistachio flavour, as well as a creamy, dark chocolate bar with blackcurrant granulate and mild honey powder.

Alongside the numerous fruity flavours, Doehler will also present a new range of “brown flavours” at ProSweets 2018. These flavours stand for pure indulgence, which is why they are among the top flavour variations in the baking and confectionery segment. They range from extraordinary taste nuances such as eggnog, salted caramel and brownie, to taste-perfected classics such as chocolate, cocoa, nougat, macadamia and caramel, with milky, vanilla, nutty, roasted, honey or smoky notes. This variety of natural
ingredients results in a balanced taste profile in the final products, for example in a “Salted Caramel Praline” – a sensual indulgence created by a creamy caramel filling with a fine caramel flavour and sprinkled with coarse sea salt.

For the majority of consumers, the colour of the food, along with the taste, is an important factor for the purchasing decision. Doehler offers a broad portfolio of brilliant colours from natural raw materials and the reassurance of knowing that they will remain permanently stable in different product applications. The wide range of natural colour solutions contains large differentiation potential and leaves tremendous room for creativity for the design of product concepts in the baked goods and confectionery industry. In this context, Doehler will present a highlight at its stand: a naturally coloured pink popcorn with a fruity-fresh taste thanks to a natural berry flavour. The glitter from a pearlescent colour gives the popcorn a bright sparkle.

Doehler will also showcase its coating systems and glazing & coating materials to create the perfect look at ProSweets. The portfolio includes sugar polishes and glazes that provide natural colours with a radiant appearance, as well as chocolate polishes and confectioners glazes for delicious chocolates. These can also be combined with the wide range of natural flavours for an excellent taste sensation. Furthermore, the company will be presenting gum polishes based on natural waxes and liquorice polishes for extruded liquorice products which prevent the confectionery from sticking together.

“WE BRING IDEAS TO LIFE” – Visitors to Doehler’s stand can take a multisensory journey to discover a great variety of ideas for the next generation of successful baked goods and confectionery, as well as cereals and snacks.

Hall 10.1 / stand D10
About Doehler:
Doehler (www.doehler.com) is a global producer, marketer and provider of technology-driven natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doehler’s integrated approach and the broad product portfolio are the optimal basis for innovative and safe food & beverage applications. The extensive product portfolio of natural ingredients ranges from natural flavours, natural colours, health & nutrition ingredients, cereal ingredients, dairy and dairy-free ingredients, speciality ingredients, dry ingredients and fruit & vegetable ingredients to ingredient systems.

Headquartered in Darmstadt, Germany, Doehler is active in over 130 countries and has 30 production sites, as well as sales offices and application centres on every continent. More than 6,000 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

“WE BRING IDEAS TO LIFE.” briefly describes Doehler’s holistic, strategic and entrepreneurial approach to innovation. This comprises market intelligence, trend monitoring, the development of innovative products and product applications, advice on food safety and microbiology, food law as well as Sensory & Consumer Science.

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