

## Simple Ingredients. Smart Solutions. **Better For You.**

Gluten-free | Clean-Label | GMO-Free | Grain-Free | Traditional

Flours · Starches









**ADVERTISING** 

## **Ask Us About AKFP's Exclusive Ingredients**

- King Lion Premium Cassava Flour, a Proprietary AKFP Innovation
- Premium Cassava Dough gluten-free starch blend
- Kumamoto Superfine Rice Flours, specially milled for superior gluten-free baked goods







www.akfponline.com/FM

## **AKFP Addresses Today's Ingredient Innovation Challenge:** Less is More; the Old is New Again

Consumers today are deluged with information related to food ingredients everywhere they look—the Internet, cable TV, social media, blogs, magazines—making them ever more demanding in their food choices and what's on the label.

More consumers want food products thought to be "natural" or clean label, organic and GMO-free. Labels that list fewer, and familiar, ingredients and eliminate those with long chemical names have gained favor. Plant proteins are now replacing traditional meat proteins. Special diet foods such as gluten-free products, initially thought to be passing fads, have gone mainstream. Even grain-free or paleo-friendly foods are on the uptick.

All these trends pose new challenges to formulators, food manufacturers and ingredient suppliers, causing them to re-examine their ingredient portfolios. Many are resorting to composite flour and starch blends. Others are crafting new forms of ingredients from popular traditional crops, such as almond, banana, grapeseed and ancient grains. Milks are now made from soy, almond and other nuts.

In baking, ingredients like traditionally processed wheat flour satisfied the requirements of the past, but cannot be used in gluten-free products. Grain-free and paleo products are even more restrictive, eliminating the use of ingredients from grains, cereals and night-shade crops. Many developers of these products are relying on complex formulations of traditional ingredients to compensate for the missing functionalities of the original ingredient.

American Key Food Products has taken a different approach. We seek to discover traditional ingredients to which we can apply innovative processes such as new milling or blending techniques to yield differentiated flours and starches that effectively replace lost functionalities and actually yield exceptional product quality.

For example, our proprietary Premium Cassava Flour, which is inherently gluten-free, is unique among all other traditional cassava flours. Functional properties enhanced by a proprietary production process allow for simplified formulations (and thus labels), yet yield superior gluten-free and grain-free baked and extruded products with texture and mouthfeel nearly identical to traditional foods.

Superfine white and brown rice flours we import from Kumamoto Flour Milling are produced through a specialized Japanese milling technology that eliminates grittiness common to most rice flours and yields the greater volume expansion and softer textures missing in many gluten-free baked goods. And our Premium Cassava Dough Blend, a clean-label starch blend, is a versatile baking tool for creating novel, multi-textured baked snacks, including the emergent South American delicacy—Brazilian Cheese Bread (Pão de Queijo).

Let American Key Food Products help you meet today's tough baking and snack innovation challenges with smart solutions using our simple and unique ingredients.



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