

#### IDENTITY PROTECTION

cereform soya products are produced from identity preserved, non-genetically modified soya beans.

#### CERTIFICATION

Kosher - Trusoy, Bredsoy, Toasted Soya Bran.  
Soil Association - Spalding

#### 100% VEGETABLE ORIGIN

All cereform soya products are of 100% vegetable origin.

#### PACKAGING

25kg multi-ply paper sacks.  
Bulk deliveries available.

#### STORAGE

Shelf-life, when stored in cool, clean, dry conditions.

TRUSOY - 9 months

BREDSOY - 9 months

SPALDING - 9 months

TOASTED SOYA BRAN - 9 months

TRUGRAN - 9 months

#### RETAIL INGREDIENT

#### DECLARATIONS

TRUSOY - 'Soya flour'

BREDSOY - 'Soya flour'

SPALDING - 'Organic soya flour'

TOASTED SOYA BRAN - 'Soya bran'

TRUGRAN - 'Kibbled soya'

#### FOOD LEGISLATION SERVICE

A comprehensive food labelling advice service is available including product ingredient declarations, nutritional data, COSHH and other technical information.

#### BAKERY & TECHNICAL SUPPORT

cereform offers unrivalled bakery and technical support that includes product demonstrations on your own bakery equipment and a troubleshooting team that can help you with advice about any baking or production problem.

It's all part of cereform's complimentary customer service.

#### FOOD SAFETY POLICY

cereform ensures that all its products are produced to the highest standards recognised by the United Kingdom's food industry. All processes are designed to meet 'Good Manufacturing Practice'. A copy of cereform's Food Policy Statement is available on request.

#### POSITIVE QUALITY ASSURANCE

cereform products are subjected to rigorous quality control systems including chemical analysis and test baking. Products are not delivered until they have been 'positively released' by the Quality Control Department.

#### CUSTOMER GUARANTEE

cereform is confident that these soya products will give you excellent results. However, as with all cereform products, if for any reason you are not satisfied with your purchase, you will receive a full refund.



## SOYA. THE VERSATILE INGREDIENT



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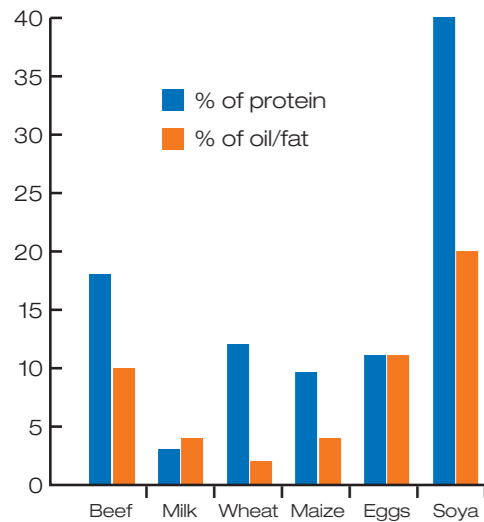




the versatility of soya

Soya bean cultivation is thought to have originated in China, where it has been growing for centuries. Whilst China still accounts for around 15% of world production, by far the largest growers are North and South America, which between them supply 70% of the world soya requirements.

THE COMPARABLE PROTEIN AND OIL CONTENT OF COMMONLY OCCURRING FOODSTUFFS



Soya beans are used in a vast number of manufactured products. Soya and its derivatives are now present in 60% of processed foods. Soya flours are incorporated into bread, cakes, biscuits, pastry, soups, sauces and batters. Applications for kibbled soya include sugar confectionery, breakfast cereals and speciality breads. Soya protein is highly nutritious in baby and health foods and all these are only a fraction of the applications.

A PARTICULARLY NUTRITIOUS FOOD, EXCEPTIONALLY HIGH IN PROTEIN

Few products, whether animal or vegetable in origin, can compare with soya in terms of protein content. Soya is also rich in oil, with a high concentration of polyunsaturates.



SIGNIFICANT MEDICAL BENEFITS

Traditionally considered a 'healthy' food, evidence now suggests that regular inclusion of soya in a diet can significantly reduce the risk of cancer of the breast, colon, prostate and heart disease.

(Source: New Scientist - July 1994)

FUNCTIONAL INGREDIENTS FOR THE FOOD INDUSTRY

The soya bean can be processed in a variety of ways to produce a range of functional ingredients. Those made by cereform include BREDSOY enzyme active full fat soya flour, TRUSOY enzyme inactive full fat soya flour, TRUGRAN enzyme inactive full fat kibbled soya and TOASTED SOYA BRAN which has a high dietary fibre value.

cereform, with over 70 years' experience of milling soya beans, is one of the leading producers in Europe – and the UK's largest producer. Through the years, the company has built an unrivalled reputation for quality and service.

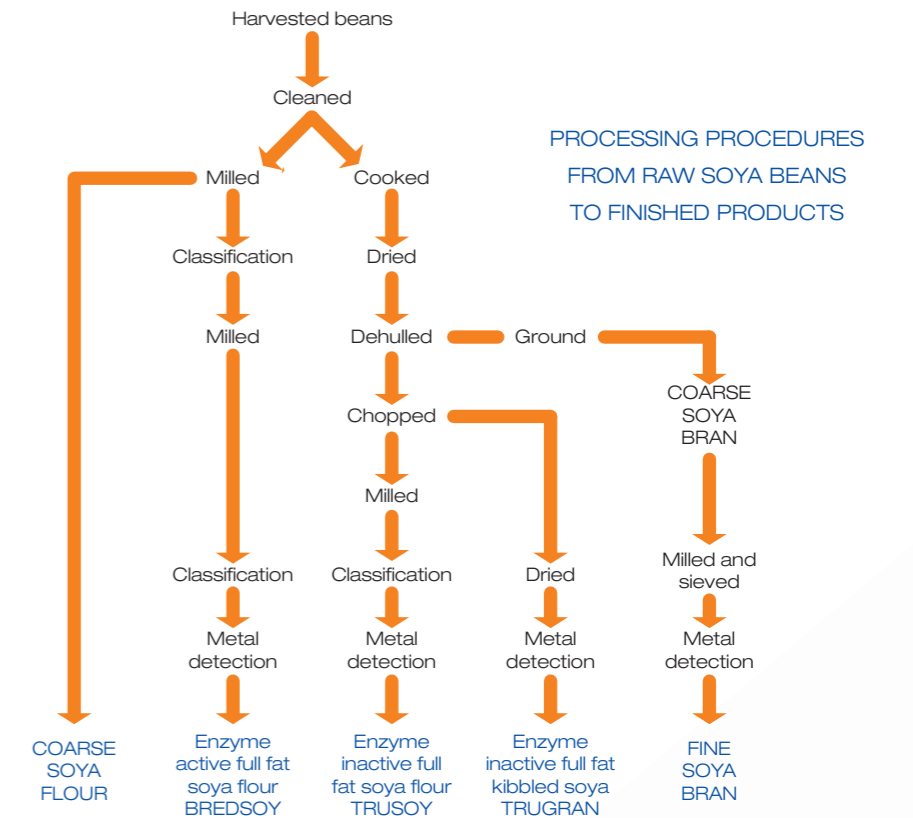
cereform soya products are produced under strictly controlled conditions where the highest levels of hygiene, performance and consistency are maintained using modern technology to monitor production standards.

STRINGENT QUALITY ASSURANCE

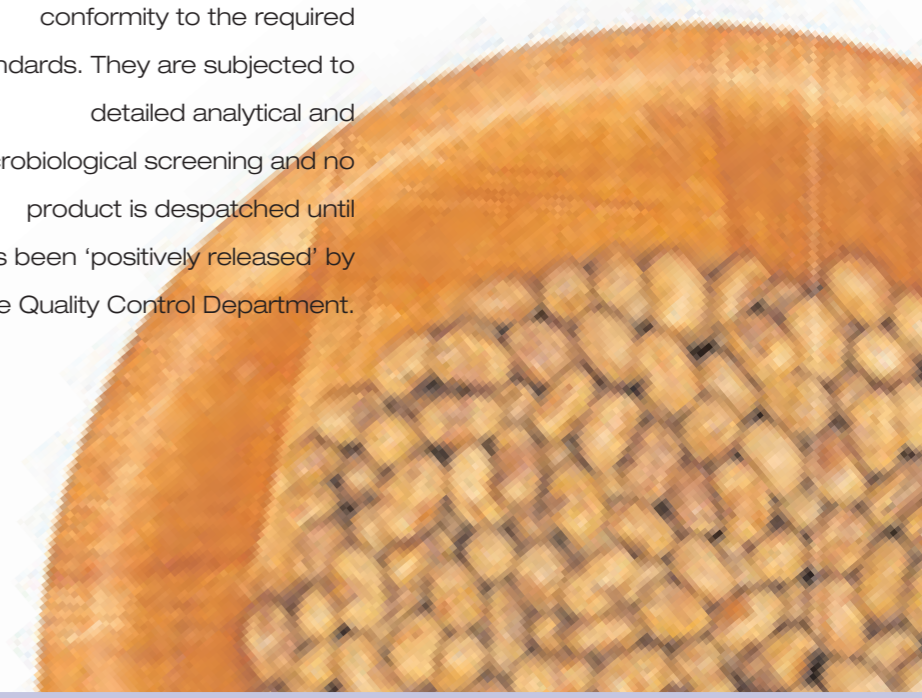
cereform is dedicated to assuring the quality and safety of all its products by methods firmly based on problem prevention and is committed to the application of the Hazard Analysis of Critical Control Points (HACCP).



cereform – The UK's leading soya miller



Raw materials are constantly monitored and checked to ensure conformity to the required standards. They are subjected to detailed analytical and microbiological screening and no product is despatched until it has been 'positively released' by the Quality Control Department.





cereform – meeting customers' needs

### IDENTITY PRESERVED SOYA AND THE AUDIT TRAIL

The general industry view is that more information is required on genetically modified products, as strict labelling became a requirement in 1998. With the debate still raging and with so many on-going concerns in the food industry among retailers, manufacturers and consumers about genetically modified foodstuffs, cereform continues to produce Identity Preserved Soya Beans grown in Canada.

cereform is leading the field in the segregation of non-genetically modified soya beans. The Canadian operations are supervised by specialists in Identity Preservation for organic produce. Utilising a similar traceability system to that well established in the organic industry, the soya beans are followed from seed certification to the point of shipment.



PRE-HARVEST AUDIT TRAIL



POST-HARVEST AUDIT TRAIL

On arrival in the UK, cereform ensures that the audit trail is maintained from the port right through to the soya mills. The fully documented audit trail is available to our customers upon request.

All cereform products using full fat soya are based on Identity Preserved Soya Beans grown from non-genetically modified seed.

Whilst recognising the benefits of modern biotechnology, cereform has secured a source of non-genetically modified soya beans in order to meet all consumer needs.



SHIPPING AUDIT TRAIL



UK STORAGE AUDIT TRAIL

MILLING AUDIT TRAIL



CUSTOMER







## TRUSOY enzyme inactive full fat soya flour

### FOOD APPLICATIONS

Scones, batters and wafers.  
Doughnuts, fruitbreads and pancakes.  
Cakes, biscuits, pastry and sponges.  
Sugar confectionery, cake coverings and fillings. Soups, pickles, sauces and salad dressings. Sausages, pie fillings and patés. Baby foods and health foods.

### NUTRITIONAL INFORMATION

Per 100g (typical analysis)

|                         |     |
|-------------------------|-----|
| Protein (N x 6.25)      | 39% |
| Oil*                    | 20% |
| Carbohydrate            | 16% |
| Dietary fibre (Englyst) | 12% |
| Moisture                | 8%  |
| Ash                     | 5%  |

Protein Dispersibility Index (PDI) typically 30.

\*10% of this oil is lecithin, an excellent natural emulsifier.

Energy value per 100g kcal 400  
kJ 1675

Particle size: 85% less than 75 microns.

## TRUSOY – COST EFFECTIVE FOOD INGREDIENT

All types of cakes, biscuits and sponges benefit from the extra fat and protein in Trusoy, which gives extended freshness and moistness.

Trusoy lowers batter costs without compromising quality. Blended with fat and different sugars, Trusoy can be used to prepare cake covering paste for use on Battenburgs, modelling petits fours, and many other applications.

### BENEFITS AND APPLICATIONS

- A highly versatile non-dusty food ingredient, TRUSOY is heat treated to inactivate the naturally occurring enzymes and remove the beany flavour.

- Readily dispersible in both fat and water, TRUSOY has a 39% protein content and contains lecithin, a natural emulsifier.

The emulsifying effects aids release of wafers from moulds and hot plates, and improves soups, sauces and confectionery such as fudge.

- High fat content – 20% with a large proportion polyunsaturated and no cholesterol. This means that TRUSOY is not only good for health but can be used to replace some of the fat in recipes, giving cost benefits.

- TRUSOY has a great ability to absorb up to twice its own weight in water without altering the product's consistency.

Yields are increased and shelf life extended without detracting from the quality of the finished product.

- The natural antioxidant in TRUSOY can lead to an extended shelf life. TRUSOY reduces the staling rate of hot plate goods, increases the shelf life of cakes, pastries and scones, biscuits, pickles and sauces.

- TRUSOY'S dietary fibre content is 12%. The absence of starch and gluten make it suitable for special dietary foods and for sufferers of coeliac disease.



- TRUSOY'S excellent microbiological quality makes it a safe ingredient for infant foods where its nutritional content is especially valuable.

- TRUSOY is non-dusty (because of its fat content) and is an ideal carrier for vitamins, spices, flavours and specialist ingredient premixes.

- TRUSOY is a natural product containing no additives or E numbers and is declared simply as 'soya flour'.



|                           | Improves shelf life | Increases yield/lowers cost | Enhances texture/flavours | Improves nutritional value | Provides protein and fat |
|---------------------------|---------------------|-----------------------------|---------------------------|----------------------------|--------------------------|
| Cakes/sponges             | ✓                   | ✓                           | ✓                         | ✓                          | ✓                        |
| Pastry                    | ✓                   | ✓                           | ✓                         | ✓                          | ✓                        |
| Scones/Pancakes           | ✓                   | ✓                           | ✓                         | ✓                          |                          |
| Biscuits                  | ✓                   | ✓                           | ✓                         | ✓                          |                          |
| Wafers                    |                     | ✓                           | ✓                         | ✓                          | ✓                        |
| Soups                     | ✓                   |                             | ✓                         | ✓                          | ✓                        |
| Confectionery             | ✓                   |                             | ✓                         | ✓                          |                          |
| Sauces and dressings      | ✓                   |                             | ✓                         | ✓                          | ✓                        |
| Sausages and pie fillings | ✓                   |                             | ✓                         | ✓                          | ✓                        |
| Baby/health foods         | ✓                   |                             | ✓                         | ✓                          | ✓                        |





## TRUGRAN enzyme inactive full fat kibbled soya

### FOOD APPLICATIONS

Multi-grain breads, flour confectionery, sugar confectionery, health breads, biscuits, muesli breakfast cereals and cereal bars.

### NUTRITIONAL INFORMATION

Per 100g (typical analysis)

|                         |     |
|-------------------------|-----|
| Protein (N x 6.25)      | 39% |
| Oil*                    | 20% |
| Carbohydrate            | 16% |
| Dietary fibre (Englyst) | 12% |
| Moisture                | 8%  |
| Ash                     | 5%  |

\*10% of this oil is lecithin, an excellent natural emulsifier.

Energy value per 100g kcal 400  
kJ 1675

Particle size: 95% between 1-4mm.



Irregularly shaped pieces of processed soya beans are carefully graded and electronically sorted to produce TRUGRAN. TRUGRAN is the best quality full fat kibbled soya available.

Made from cooked soya beans, TRUGRAN has all the nutritional benefits of Trusoy in kibbled form. Particle size is approximately 3mm. Electronic colour sorting ensures an even coloured attractive product.

### BENEFITS AND APPLICATIONS

- TRUGRAN is an ideal alternative to kibbled nuts in products or processes where there is concern about nut allergies.
- As a replacement for kibbled nuts, TRUGRAN offers substantial savings on ingredient costs in bread and flour confectionery, sugar confectionery, health breads and biscuits.
- In specialities like multi-grain and soya breads, TRUGRAN adds protein and produces a unique texture. It can also be used for external decoration on ice creams and gateaux and in speciality brown breads.







## BREDSOY enzyme active full fat soya flour

### FOOD APPLICATIONS

Multi-grain bread.  
Yeast raised bakery products.  
Bread improvers and pre-mixes

### NUTRITIONAL INFORMATION

Per 100g (typical analysis)

|                         |      |
|-------------------------|------|
| Protein (N x 6.25)      | 37%  |
| Oil*                    | 20%  |
| Carbohydrate            | 15%  |
| Dietary fibre (Englyst) | 14%  |
| Moisture                | 8.5% |
| Ash                     | 5.5% |

Protein Dispersibility Index (PDI) typically 90.

\*10% of this oil is lecithin, an excellent natural emulsifier.

Energy value per 100g kcal 384  
kJ 1607

Particle size: not less than 85% smaller than 150 microns.

### BENEFITS AND APPLICATIONS

- Milled from selected, cleaned raw soya beans, BREDSOY is a yellow, non-dusty flour, with a slightly beany odour and flavour.
- BREDSOY naturally contains the enzyme lipoxygenase which has a natural bleaching effect in white bread and morning goods, producing a whiter crumb. It also contains peroxidase which enhances texture and structure.



- BREDSOY'S natural fat and lecithin content improves crumb softness and gives an extended shelf life.
- BREDSOY'S high protein content gives it a greater ability to absorb water resulting in increased yields, without reducing the quality of products.
- BREDSOY'S high oil content makes it non-dusty, it is therefore an ideal base for bread improvers and pre-mixes.



### BENEFITS AND APPLICATIONS

- An ideal source of natural bran, widely used wherever extra fibre is needed.
- Having 60% fibre content, nearly twice as much as wheat bran, Toasted Soya Bran is frequently used for health foods, and makes a nutritious addition to breakfast cereals, speciality breads, vegetarian and snack foods.
- It has been reported to lower plasma cholesterol levels.\*

\*Source: Brodribb A.J.M & Humphreys D.M (1976) Diverticular disease. Three studies, Br, Med.J. 1.424



## TOASTED SOYA BRAN - a rich source of dietary fibre

### FOOD APPLICATIONS

Speciality breads. Cakes and biscuits.  
Breakfast cereals. Dietary and health foods. Snack foods. Vegetarian foods.

### NUTRITIONAL INFORMATION

Per 100g (typical analysis)

|                         |      |
|-------------------------|------|
| Protein (N x 6.25)      | 15%  |
| Oil*                    | 4%   |
| Carbohydrate            | 7.5% |
| Dietary fibre (Englyst) | 60%  |
| Moisture                | 9%   |
| Ash                     | 5%   |

Protein Dispersibility Index (PDI) typically 90.

\*10% of this oil is lecithin, an excellent natural emulsifier.

Energy value per 100g kcal 126  
kJ 535

Particle size: 250-2000 micron. (Other particle ranges can be supplied if required).