

AB | MAURI

global supplier of yeast and bakery ingredients



AB Mauri UK & Ireland
Incorporating Cereform and Mauri Products

AB | MAURI

AB Mauri is a global family of yeast and bakery ingredients companies operating in all parts of the world as a division of Associated British Foods plc.

AB Mauri is renowned for baking capability, expertise and knowledge. Working closely with customers, AB Mauri formulates technical ingredient solutions to meet quality standards, performance criteria and cost parameters.

AB Mauri UK & Ireland has been formed from the merger of Cereform, Mauri Products and Yeast Products (Ireland), long established and successful businesses in the baking industry. AB Mauri UK & Ireland is a new business entity providing a comprehensive range of technical bakery ingredients and yeast products to manufacturing bakers in the UK and Ireland.



PINNACLE.

The Cereform name will continue to represent the range of technical bakery ingredients - dough conditioners and softeners, bread mixes and concentrates, soya flours, cake mixes and concentrates, donut mixes and concentrates and toppings, fillings and icings.

The range of fresh liquid cream yeast and compressed block yeast will be marketed under the Pinnacle brand. Pinnacle Yeast is distributed to the Distillers and Bioethanol markets in addition to the Bakery Industry.

PINNACLE®

BAKERS YEAST



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BAKERS YEAST

Production in Hull

AB Mauri have been producing Pinnacle Yeast for the baking industry in the UK and Ireland from their Hull site since 1982.

Over that period of time many investments have taken place to improve product performance, shelf life and overall quality.

One key area that AB Mauri have invested in is the treatment of waste on the site with a major investment in an effluent treatment plant that now treats all waste water generated during the manufacturing process. This is a major environmental improvement as this was at one time pumped directly out to sea.

Pinnacle Fresh Yeast

Pinnacle Fresh Yeast provides many benefits to the baker

- Easy handling characteristics at the mixer with uniform dispersion throughout the dough mass in all types of mixers
- Consistent gassing yeast
- Tolerant to high and low temperatures of dough water
- Fast gas production in doughs
- Consistent quality

Pinnacle Fresh Yeast is available as compressed yeast in blocks or as liquid cream yeast

Pinnacle Compressed Yeast

- Available in 2 formats in 1kg blocks
- Fast Acting Bakers Yeast (blue wax wrap) - all round product for use in all applications
- Slow Acting Bakers Yeast (green wax wrap) - used for long final proof products
- Packaging: 12 x 1kg blocks per case, 80 cases per pallet
- Shelf life: 28 days from day of manufacture when stored at 0°C - 6°C

Pinnacle Liquid Cream Yeast

- Available in bulk tanker deliveries
- AB Mauri operate a dedicated tanker fleet enabling very high service levels to bakers
- Through sophisticated telemetry systems customer stock levels are monitored and replacement deliveries automatically implemented
- Shelf life 21 days when stored at 0°C - 6°C

Instant Dried Yeast

- AB Mauri can also supply yeast in a long life dried format in 10kg cases of 20 x 500g packs.
- Dried yeast varieties are available not only for lean doughs like bread and rolls but also for high sugar doughs like brioche and highly fruited products
- Instant Dried Yeast is used at 33% of a fresh yeast level.
- Shelf life: the unopened packs have a shelf life of 2 years in ambient storage conditions

De-Activated Dried Yeast

- This speciality product is available and can be used as a dough relaxant in pizza bases etc
- An alternative to the additive L-cysteine

Technical Service & Engineering Support

- The technical services team are available to provide advice on product applications, new products, dough processing and product optimisation
- The engineering team provide support regards yeast storage, bulk handling and bulk deliveries

Research & Development

The AB Mauri Global Technology Group, based in Sydney Australia, covers all aspects of yeast manufacturing and operations including strain development, engineering, fermentation technology, project and procurement management.

Quality Control

The yeast production process at Hull is closely monitored by a team of scientists using analytical, microbiological and test baking techniques

Product quality accreditation

- BRC "A" grade
- ISO 9001
- Kosher

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info.ukie@abmauri.com

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DOUGH CONDITIONERS



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DOUGH CONDITIONERS

Dough conditioners for bread

Dough conditioners are technically complex blends of functional ingredients. Whatever type of bread or roll you produce, AB Mauri dough conditioners are formulated to:

- help with dough development and crumb structure
- help with process tolerance
- help with variations in flour quality
- create highly consistent end products

A good dough conditioner works throughout the bakery process, from mixing to dividing, moulding, proofing and baking: delivering advanced performance and helping create a more consistent product.

Customised solution

AB Mauri's approach to creating a dough conditioner begins with assessing your requirements. These may include:

- process tolerance
- fermentation tolerance
- dough flow
- crumb texture
- crumb resilience
- crumb silkiness
- end product softness, moistness or spreadability

We also measure and profile your production process, giving you a time and temperature profile of your provers and ovens, to help you optimise your baking.

Based on these findings, we then create your dough conditioner.

Optimising enzymes

Active components of our dough conditioners include:

- enzymes
- oxidants
- strengthening and softening emulsifiers
- enzyme active soya flour

Each enzyme from our database is profiled to provide a unique map of its effects in a number of products, recipes and processes. Understanding how to optimise the primary and, in some cases, secondary functions of these enzymes is the key to AB Mauri's success.

After profiling the enzymes, we select the optimum enzyme combination and blend them with other ingredients such as oxidants and emulsifiers etc. to create the final dough conditioner product, available as:

- classic powders
- super concentrated powders
- pastes
- lipid based fluids
- aqueous fluids

Fluid dough conditioner benefits

- packaging eliminated - no bag disposal, returnable bulk containers, reduced product contamination risk
- reduced storage space - more concentrated product
- product flexibility - one fluid can replace several powders
- no manual handling - reduced lifting injury risk for employees
- dust free
- accurate automated dosing - greater weighing accuracy, reduced wastage monitoring and recording of product usage
- engineering support available regarding latest technology in fluid dosing systems

Product formats

AB Mauri dough conditioners can be multi purpose, with a simple change of dosage enabling a wide range of product types or a specific application, such as burger buns, croissants, speciality breads or pizza bases.

Innovation

Our product development programme takes account of many issues:

- clean label options
- utilisation of sustainable raw materials
- Food Standards Agency sodium guidelines
- products free from hydrogenated fats
- products free from trans-fatty acids
- new enzyme technology

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SOYA AND SPECIALITY PRODUCTS



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Soya

AB Mauri has the UK's only active mill for full fat soya, and over 70 years of soya milling experience. Our mill produces soya flours, kibbled soya and soya bran, for UK food use and throughout Europe.

AB Mauri soya products are produced under strictly controlled conditions, with state-of-the-art technology used to monitor production standards. The highest levels of hygiene, performance and consistency are constantly maintained.

Full fat soya has a protein content of almost 40% by weight, and soya's unique combination of functional and health benefits has led to its recognition as one of nature's "wonder ingredients".

Non GM

All our soya beans are non GM, come from identity preserved growers and have documented audit trails.

Bredsoy

Bredsoy enzyme active soya flour for bread production provides a natural bleaching effect, as well as enhancing texture and crumb softness. It extends the shelf life of baked bread and, with its ability to absorb water, also increases yields. Bredsoy is declared on labels as "soya flour".

Trusoy

Trusoy enzyme inactive soya flour is milled from heat treated soya beans. Heat treatment deactivates the enzymes, making Trusoy suitable for use in:

- cakes/sponges
- biscuits
- pastry
- health foods
- soups and sauces
- batters, wafers and pancakes

and as a carrier for:

- vitamins, spices, flavours

Trusoy extends freshness and shelf life in cakes, biscuits and sponges, adds dietary fibre and is a good source of isoflavones. High in vegetable fat, it is dust and cholesterol free. Trusoy also aids the release of wafers from moulds and hot plate products.

Trugran

Trugran is kibbled soya made from heat treated full fat soya.

It can be used as a nut substitute, as a topping or to add texture and protein to cakes, cereal bars and breads. It has a crunchy texture, nutty taste, golden colour and a high fibre content. The heat treatment process removes the "beany" flavour often associated with soya products.

Soya bran

An ideal source of natural bran, heat treated soya bran has nearly twice the dietary fibre of wheat bran. A nutritious addition to breakfast cereals, speciality breads, vegetarian and snack food, it is also reported to lower plasma cholesterol levels.

Batters

AB Mauri offers a range of batters, from traditional "fish and chip shop" style to light complex tempuras and adhesion batters.

Our knowledge of flour function means we can modify the batter properties to control:

- crispiness
- adhesion
- cooking time
- colour
- appearance

We also offer pre-dusts that optimise batter performance.

Speciality bread products, blends and flours

AB Mauri offers a wide range of speciality bread mixes, grain blends and speciality flours, including:

- high fibre blends
- malted grain bread
- multi-grain blends
- soya blend
- customised blends
- complete bread mixes
- heat treated cake flours

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CAKE AND FLOUR CONFECTIONERY INGREDIENTS



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Technical expertise

Our technical know how has created a range of mixes and concentrates which are:

- high quality
- versatile
- easy to use
- cost effective

Cakes

We offer traditional and contemporary products, as mixes or concentrates, which can be customised for plant bakeries. Smaller bakeries will find our cake mixes available through many wholesalers and distributors.

Sponges

Our range of sponge mixes come in plain and chocolate varieties. Other flavours can be developed. We also supply an easy to roll, melt in the mouth swiss roll mix, and eggless sponge mix.

Muffins

American style muffins are an ongoing baking success story, with a range of flavours and inclusions limited only by the baker's imagination and budget.

Producing authentic, moist and tasty muffins, excellent in shape and burst, the product can be customised to your preference. Extended shelf life muffins, low fat muffins and customised flavours can be developed.

Cookies

Our Manhattan cookie range of complete mixes produces cookies that are chewy on the inside and crunchy on the outside. Once made up, the dough can be refrigerated in sealed containers or frozen in pucks for baking-off another day.

Chocolate or plain cookies can be enhanced by the addition of a wide range of inclusions such as:

- dark or white chocolate chips
- pecan pieces
- hazelnut pieces
- walnut pieces
- cranberries or other seasonal fruit to create a premium product

Brownies and Blondies

An easy to manufacture US style mix, this gooey but crispy tray bake is ideal for industrial bakers.

Scones

AB Mauri sweet and savoury scone mixes are easy to make and customise, providing great results every time. Ideal with a dried fruit mix for a sweet scone, or with cheese, sun-dried tomatoes and a sprinkling of herbs for a savoury product.

Pastry

AB Mauri has a range of ingredients for convenient pastry making:

- choux pastry
- danish pastries
- croissants
- short crust and puff pastry
- pastry relaxants

Innovation

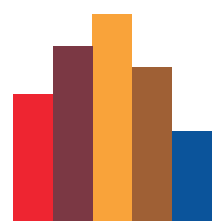
Our product development programme takes account of many issues

- products free from hydrogenated fats
- products free from trans-fatty acids
- clean label options
- Food Standards Agency sodium guidelines
- utilisation of sustainable raw materials
- Fat reduction
- egg reduction
- new enzyme technology

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DONUT MIXES AND CONCENTRATES



DONUT MIXES AND CONCENTRATES

Product range

AB Mauri offers a full range of products for all donut types:

- yeast raised donuts
- cake donuts
- ring donuts
- ball donuts
- Berliners
- Yum Yums

and all types of production facilities:

- industrial
- in-store
- craft bakery
- food service outlets

Our donut recipes allow considerable tolerance, enabling easy, consistent, high quality production.

Yeast raised donuts

AB Mauri yeast raised donut mixes are simple to use, requiring only the addition of yeast and water.

Yeast raised donut products are available for various production processes:

- moulded
- sheeted
- extruded

Mixes are available for:

- ball donuts
- ring donuts
- finger donuts
- Berliners
- Yum Yums
- donut fancies, including bow ties, love knots and cinnamon rolls

Cake donuts

AB Mauri cake donut mixes produce a light and even textured, tender and sweet end product. Only requiring the addition of water.

Mixes are available for:

- ring donuts
- donut holes
- Crueller
- traditional cracked donuts

Concentrates

Developed to suit both yeast raised and cake donuts for industrial users:

- texture
- flavour
- shelf life
- process tolerance
- to match your processes and the end product required.

Icings and fillings

We offer a comprehensive range of icings, dusting sugars and a variety of tempting fillings, to personalise your donut and enhance its taste and attractiveness.

Innovation

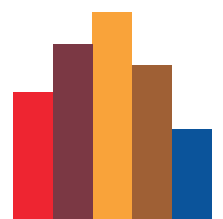
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ICINGS, FILLINGS AND SAUCES



ICINGS, FILLINGS AND SAUCES

Fudge Icings

- Multi-purpose range of ready to use fudge icings
- 7 exciting flavours - strawberry, lemon, chocolate, dark chocolate, coffee, caramel, vanilla
- All made with natural colours and flavours
- Freeze thaw stable
- For enrobing & dipping cup cakes, donuts, sponge cake
- For topping cup cakes and fudge cakes
- For frosting
- For making butter cream

Powdered icings

Mix with water to create a creamy, smooth, fudge like texture. Available in:

- yoghurt
- toffee
- vanilla
- chocolate
- customised flavours

Shugarwite

Dusting sugar for cakes, donuts and pastries.

Confectioners' custard mix

A creamy cold setting custard that is freeze thaw stable, and can be baked in products such as Danish and other pastries.

Crème patisserie

Cut stable and pipeable, this is an ideal filling for:

- profiteroles
- choux buns
- donuts
- Danish pastries

Adding flavours extends the product's appeal even further.

Fillings and sauces

We produce a range of smooth and creamy fillings and sauces, perfect for donut and cake injection or layered desserts. Our chocolate, caramel and toffee sauces and fillings are bake stable and are also available in low fat versions. A wide variety of colours, flavours and textures is available.

Customised products

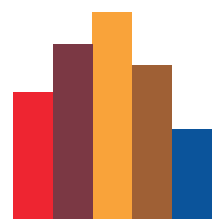
Customised products can be developed - dipping icings, freeze thaw stable icings, glazes, ready to use fillings.



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CONTRACT BLENDING SERVICE



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Outsource

Outsourcing your blending at any stage of the process is a highly effective method of cutting costs.

Choose to outsource the whole process to AB Mauri's contract blending service and you can save on production time and cost, save on storage and save on raw materials.

Or you can choose simply to outsource one aspect of the process, to suit your own resources, capabilities or requirements.

Our flexible solution incorporates any or all of:

- recipe formulation
- raw material procurement
- dry ingredients blending
- packing in any pack size from 1kg bags to 1 tonne tote bags
- making to order
- storage
- storage control
- delivery

Quality Control

The success of your end product depends on the quality and consistency of your blended ingredients, the technical excellence of their application.

To ensure a successful blend, time after time, AB Mauri operates:

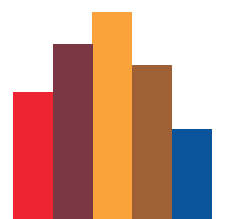
- full batch traceability
- extensive quality control
- comprehensive technical support



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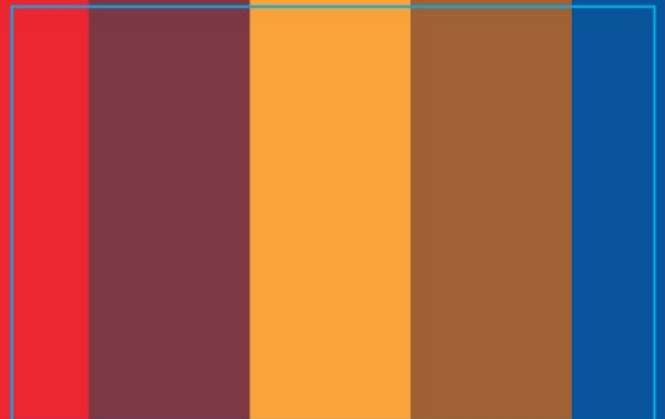
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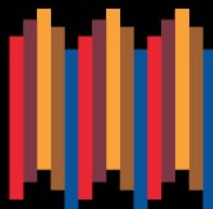
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Global expertise, local knowledge. We know baking!



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