

The secret of making better bread

Veripan Ingredients AG – a Buhler joint venture launches innovation in the field of bread-making

In yet another step in its intensified innovation process, Buhler recently entered a new business field. Together with Veripan AG, the Group set up the joint venture Veripan Ingredients AG. The company makes a new, patented product called “Panatura” – a natural wheat starter dough allowing the production of top-class bakery products without requiring any dough conditioners.

In May this year, Buhler CEO Calvin Grieder announced at the annual media conference that Buhler was entering new business fields. “The requirements that food products must meet in terms of safety, wholesomeness, and health are becoming increasingly stringent,” explained Calvin Grieder to the journalists at the event. In this connection, he spoke of new ideas for making better bread and pizza doughs. The idea materialized just a short time later: In early July 2004, Buhler and Veripan AG set up a new joint venture – Veripan Ingredients AG – in which Buhler Holding holds a majority stake. The business purpose of the joint venture is to market an innovation for making bread called “Panatura”, a natural wheat starter dough.

The patented convenience product Panatura revives the dough development method using a sponge by combining it with the possibilities and new insights offered by state-of-the-art process technology: Bread loaves made from ready-made Panatura starter dough have the full flavor typical of bread made by long dough systems. The bakery products are characterized by their very crisp crust, their good volume, and their extended freshness. Whatever baking system is applied, it will result in bread of exceptional quality which can be produced efficiently and without the need for any dough conditioners.

Needless to say that only top-grade ingredients are good enough for the premium quality products of Panatura: Their main raw materials come from selected flour mills operating on the basis of state-of-the-art Buhler process technology. Veripan AG, on the other hand, combines the concentrated knowledge of experienced food engineers and production specialists with outstanding know-how in modern business practices. Veripan AG is a leading Swiss company in the field of product development and production technology for bakery products, margarines and fats, and dairy articles.

Up to now, Panatura products were only available in Switzerland. This will change now that the Veripan Ingredients joint venture has been set up: Buhler will offer the convenience product to its international customers, too. From now on, you will find the concentrated wheat starter dough also in the bakeries of Europe, Asia, and the U.S.A. (dh)



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