



Breaking News on Industrial Baking & Snacks

# Barley baking mix enables blood cholesterol health claim

By Kacey Culliney , 05-Oct-2012

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## **Bread manufacturers can make health claims on blood cholesterol with a newly developed barley bakery pre-mix from DeutscheBack.**

The German ingredients specialist, part of the Stern-Wywiol group, launched its TopBake Barley ingredient at the IBA 2012 tradeshow in Munich last month. The mix combines barley extract and spelt flour.

It is the dietary fiber, barley beta-glucan, than holds an EU permitted health claim under the European Food Safety Authority's (EFSA) Article 14, passed in January 2012.

Martina Mollenhauer, product manager at DeutscheBack, said the mix had been developed to plug the EFSA approved health claim on barley beta-glucan.

The team of developers focused on the barley extract to ensure sufficient beta-glucan levels were included to enable a health claim on the end product, Mollenhauer told BakeryandSnacks.com.

The mix contains 2g of beta-glucan to every 100g and it is important to note that the recommended amount per day is 3g, she said.

Manufacturers and bakers can use the following advertising with the bakery pre-mix: 'Beta-glucans help to maintain a normal blood cholesterol level'.

However, this claim must be accompanied by further information stating: 'The positive effect is achieved with a daily intake of 3g of beta-glucan, which corresponds to three 50g slices of bread'

### **Health push**

"We think there is a demand for health claims in the bakery industry," Mollenhauer said.

"The main issue is that bakers and packaged bread manufacturers have to bring something new every now and then," she said.

DeutscheBack is targeting both fresh bread bakers and packaged bread manufacturers with the new ingredient.

### **Whole meal spelt**

TopBake Barley Plus 100 is a complete pre-mix of the barley extract and whole meal spelt flour. Bakers just need to add in water, yeast and salt. The other mix on offer is TopBake Barley Plus 40% which requires bakers to add in their own spelt flour.

"We have two options because we feel some people like the safety and security of a complete pre-mix as there is less room for error; it is very simple," Mollenhauer said.

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## **EFSA barley beta-glucan health claim**

"Barley beta-glucans have been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. At least 3 g of barley beta-glucans should be consumed per day in order to obtain the claimed effect."



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