

Bakers Forum

Autumn 2011

Anchor Yeast and Nampak



Nampak Factory

In a world where companies with little notion of innovation's real meaning often throw the word around, it is a very real and passionate driver, rather than just another buzz word in a business that dedicates as much time and resource to it as Nampak Flexible does.

In delivering innovative products and processes, Nampak Flexible's understanding goes much further than the customer's product or their own packaging solutions alone. The real innovation, says Nampak Flexible's Technical Director Gerald Chotu, lies in deploying dedicated teams of specialists within customer's businesses as well as maintaining close working relationships with those customers. In this way a complete and in-depth understanding of the customer's business and manufacturing process is gained. Essentially through total immersion, Nampak Flexible discovers real needs for innovative packaging solutions and delivers a whole lot more to their customers.

With the single largest yeast-manufacturing plant in Africa, Anchor Yeast has been supplying South Africa's favourite yeast products for as long as most can remember. It makes sense then that South Africa's largest flexible packaging manufacturer, Nampak Flexible - an ISO, HACCP and BRC (British Retail Consortium) certified packaging supplier - is Anchor Yeast's chosen packaging partner. The longstanding relationship between Anchor Yeast and Nampak Flexible goes back over a decade, and has been built on quality products and unwavering standards.

Partnering with Nampak Flexible means local manufacturing of packaging with a host of other supply chain benefits, including shorter lead times, reduced costs and a more efficient supply chain overall. Several years later and the relationship is still thriving - with Anchor Yeast having risen to become one of Nampak Flexible's top ten clients.

- Quality packed in a quality pack



Anchor Yeast

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● Update

Hot-cross buns Mythbusting Origins



Perhaps the most-loved of all Easter foods (aside from chocolate eggs of course) is the tasty traditional hot cross bun. Easter hot cross buns are enjoyed during the months before Easter and during the holiday itself. But hot cross buns are more than just an Easter treat - they have an interesting history.

The cross on top of a hot-cross bun is typically construed as a Christian symbol. Even though it has become such a symbol, the hot-cross bun actually has pagan roots. The cross on top of the bun used to be an early reference to the moon and its four quarters. Some historians

believe the buns descended from ancient pagan sacramental cakes eaten by Anglo-Saxons in honor of Eostre, the goddess of spring and fertility, whose name gave us our "Easter." Other ancient cultures offered up similarly marked small cakes to various deities as well. Rather than get potential converts to give up their luscious buns, early Christian preachers encouraged their use in commemorating the Lenten or Lent season. Most of us today however enjoy the spicy bun with the iconic cross, as a sweet indulgence, and regardless of what it symbolises to different people, it ostensibly remains a divine treat.

Helpful Hints

As you go into the Hot Cross Bun silly season, we would like to give you some helpful hints:

- The main things to look for in hot cross buns are flavour, fruit content and texture.
- They should taste sweet, spicy and bready - it is essential to get the balance right.
- As for the fruit, there should be plenty of raisins or sultanas, preferably large and juicy ones.
- When you cut into the bun you should be presented with a surface covered in fruit, some even sliced in half.
- The texture is key - when you squeeze the top of the bun, it should feel soft and moist.
- A perfect hot cross bun should have a shiny top, a nice rounded shape, a golden colour and a perfect dividing cross.

Anchor Hot-Cross Bun Mix / Fruity Bun Mix is the most vital ingredient in the success of any hot-cross bun.



Freshness Comes Full Circle



The Anchor Fresh is Best philosophy means that you receive only the best quality products and services in every interaction with Anchor.

At Anchor Yeast, we are committed to ensuring that 'freshness comes full circle' in all aspects. Anchor fresh yeast (cream and compressed yeast) is a fresh, natural product; fresher ingredients are key to a better quality end product. Anchor's fresh yeast plays a vital role in delivering baked products of a consistently high quality.

Anchor's philosophy of 'fresh is best' not only pertains to the product attributes, but include other features, a key one being that Anchor compressed Yeast is delivered in refrigerated trucks, with a best before date on the packaging to ensure premium product quality ... taking freshness full circle.

For further information contact us on our Customer Care Line: 0860 105 135 or Anchor Yeast Bakery Specialties on: Tel: + 27 11 248 8200



Customer Corner

East Balt opens a new bakery in Western Cape

East Balt is a worldwide manufacturer and supplier of soft buns, wraps, bagels and English muffins mainly for McDonalds and KFC restaurants in the US, Europe, Africa and Asia. The company, which was founded in 1935, is based in Chicago.



East Balt, which runs 22 bakeries worldwide and has a JV with Astral Foods, (a leading South African integrated poultry producer), opened its second SA bakery in the Western Cape. The opening of the bakery was officiated by Premier Helen Zille on Wednesday 1 December 2010.



Premier Helen Zille officially opened the new plant.

To mark the opening, the company pledged to make a donation of 20 dozen regular buns a day, for three months, commencing at the end of January 2011. Premier Zille selected Winsley Primary School in Bellville to receive the donation.

High-speed production

East Balt SA GM, Gokce Olcay said that the company, which currently employs 153 people, has created 25 new job opportunities in this region. The new 5500m² bakery, located in Bellville South, has a high-speed production line that produces 2700 dozen fresh, high-quality soft buns per hour, which it supplies to McDonalds and KFC throughout South Africa.

Owen Viljoen, chief operations officer at Yum Restaurants International - Africa, the parent company of KFC, Pizza Hut and Taco Bell, said, "East Balt SA has been responsible for a significant improvement in our bread products category. Its support, professionalism and customer service has enabled KFC to grow sales in this very important region. The team is professional and are world-class bakers."

Anchor Yeast is a proud supplier of Cream Yeast to the East Balt plants.





Matters Arising

The impact of reduced salt

Excessive sodium intake has been targeted as a cause of cardiovascular disease, and there is considerable pressure to reduce the levels in bread. This article gives a brief overview of salt levels in bread in the UK and Europe as well as the technological needs for salt in baking, possible mechanisms and replacement strategies.

Sodium chloride is added to many foods to improve flavour as well as technological reasons. Total salt consumption is currently around 10 - 15g/day in adults, which is considerably higher than the 0.25g/day consumed by other terrestrial mammals.

The level is slightly lower in the United Kingdom and was 9.7g/day for men and 7.7g/day for women (giving an overall average of 8.6g/day) in 2008, based on a urine sample study. At this level of intake there is a considerable body of evidence that suggests salt causes a rise in blood pressure as well as other adverse health effects. For these reasons, an expert group of the World Health Organisation recommended a target of a maximum intake of 5g NaCl/day for adults. It should be stated that salt consumption was only one of many factors mentioned, and that others (particularly increased physical activity and weight reduction) received far more attention.

Several governments have taken action to reduce the salt level in the diet. Since the 1970's the Finnish government succeeded in reducing salt intake for men from 13g to 10g a day through an education drive on the dangers of excessive salt intake, and the use of product-specific "reduced salt" and "heavily salted" labels. In 1994 the UK Food Standards Agency took a leading role by reducing the recommended salt intake to 6g a day or less.

Many European governments followed this lead, yet it must be mentioned that many of these actions are based on voluntary agreements with industry. Labelling regulations are also used to control the industry. Finland, for example, has established threshold values over which products have to be labelled as "high in salt" and over a period of decades these thresholds have been reduced.

Although the level of addition in white bread is not particularly high (typically 1.0 - 1.5% in the UK), its contribution to dietary sodium intake is around 14% owing to the role of bread as a staple food. In Finland, the current level at which bread can be labelled as low salt is 0.7% of the fresh weight, but few low salt breads are available and most bread is in the 1.0 - 1.3% range.

The impact of salt reduction in dough handling and bread quality is now better understood. While the cause of sticky dough due to salt reduction is not fully understood, remedial steps can be taken to minimise any impact. For example using stronger flours can reduce the tendency of sticky dough, albeit at a cost. Tighter process control in terms of dough temperature and holding times can also help reduce sticky dough occurrences. Yeasted doughs are active biological systems where salt, time and temperature represent the three key control parameters.

Salt reduction has been reported to impact on the flavour, texture and shelf life of salt-reduced bread. A firmer texture can be a consequence of loss of volume and this of course means that the shelf life of the product can be reduced. One approach which can be used here is to increase the fat content of the recipe slightly which will give a softer eating product with an improved flavour. Another approach is to use "disruptive

technology" with the inclusion of seeds and grains. "Bread with bits" is a growing category in the UK where such products are perceived as healthier and also give additional product flavours and textures. Alternative cereals to wheat such as barley and oats which are high in fibre are popular and are finding their way into products either as flours or broken grains. This increases the variety of products available and also increases the amount of non-wheat flour used in the bakery sector.

There is an increased awareness in South Africa of the role sodium plays in the South African population's diet. Research is ongoing to identify the food(s) which contribute(s) the most to the sodium intake of the South African population. The bread industry is also aware of the possible role they can play to make a positive contribution in reducing people's salt (sodium) intake.



Sodium Intake

The recommended daily allowance (RDA) of salt is less than 2,400 milligrams, as of 2009. A healthy low-sodium diet consists of 1,400 milligrams. (This equates to approximately 6grams of total salt intake in a healthy adult per day.)



● Update

Different name - business as usual

As you are aware, Lallemand Inc purchased Anchor Yeast in 2006 and then SA Bioproducts (Pty) Ltd in 2009. In order to streamline the group's operations, Rymco (Africa) (Pty) Ltd have been merged with SA Bioproducts (Pty) Ltd effective 1 February 2011. In order to limit confusion, SA Bioproducts (Pty) Ltd has changed to Rymco (Pty) Ltd.

All the business methodologies, contact people and official addresses will remain unchanged.

Please note the following changes:

Name: Rymco (Pty) Ltd - trading as Anchor Yeast

Registration number: 2001/016795/07

Vat registration number: 4950 203 127

A Fresh new Fleet!



Anchor Yeast recently invested in 13 brand new state-of-the-art refrigerated delivery trucks. These trucks will play a pivotal role in providing only the freshest deliveries to all Anchor customers.



News, Views and Events

Bakery Specialties Movers and Shakers

Brett Tessendorf replaced Sean Quinn as National Sales Manager on 1 February 2011. Brett has extensive experience in operations, excellent product knowledge and impeccable understanding of customers and market. With this background Brett will certainly make a success of his new position and continue to make a great contribution to Anchor Yeast and Lallemand. Sean has been handing over responsibilities to Brett during this period to ensure continuity of our business.



Sean Quinn, National Sales Manager, has decided to take up a position in the United Kingdom at Lallemand Great Britain as National Sales Manager as of April 2011. Sean has been a valuable member of the Bakery Specialties team since April 2000 and had contributed greatly to the growth and success of Anchor Yeast with his excellent ability to build strong relationships and his extensive market knowledge and sales execution.

We would like to thank Sean for his contribution at Anchor Yeast and are certain that he has the ability and experience to make a success of his new position.

Congratulations New Staff Members



Chris Kounoudis moved through the ranks of the Arthur Andersen audit firm for 9 years up to the level of senior audit manager. Chris left auditing to establish a career in commerce, joining Barloworld Logistics in 2002 where he ran one of the operating divisions as senior manager - finance. During his time with Barloworld he acquired extensive experience in the transport sector, and after 8 years he decided to pursue a fresh challenge which he found at Anchor Yeast.

Chris Kounoudis
Financial Director

Martin Perling joined SA Bioproducts in 1992 where he headed the technology transfer for the fledgling lysine project from Research to Engineering, following which he managed the design, engineering, and start up of the lysine plant in AECI's Umbogintwini Industrial Complex. After roles including production, commercial and marketing, Martin was appointed MD in 2007. After the acquisition of SABP by Lallemand in 2009, he has been responsible for the integration of yeast manufacture into Anchor Durban. As of February 2011, Martin has taken over the operational activities of Durban and Johannesburg.

Martin Perling
Operations Director



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