

European Baker

<http://www.eurobaker.co.uk/news/story4.php>

## **Wine flour brings health benefits to bakers**



Canadian firm Vinifera For Life says that its wine flour will bring health benefits to products such as baked goods, pasta and snacks. The flour is manufactured from a byproduct of the wine industry and will enable food manufacturers to fortify their products with healthy fatty acids and fibre. Launched on the market early this year, the flour is marketed as containing high levels of iron and calcium, as well as polyphenol resveratrol, which is good for the heart.

The product is obtained using a patent-pending drying process, which is applied to what is left of the grape after it has been crushed to make wine. Primarily made up of grape skins, together with a small amount of seeds, it is dried, sifted and ground into a flour.

The wine flour can be used at a concentration of 1-10% in bakery products, such as breads, bagels or muffins. At these concentrations, the flour has no impact on a product's texture but it brings an enhanced taste and dark burgundy colour to the products.

According to the Guelph Food Technology Center, when baked into a bread product, the wine flour delivered 52g of fibre per 100g, 70% of the recommended daily intake of calcium as well as 4g of omega-6 and 0.2g of omega-3. In addition, according to market research carried out by the University of Waterloo's Innovation Center, market acceptance for products made with the wine flour is "high". However, one of the drawbacks of using the flour is its cost, which is a result of the expense involved in its production process.

While sales are currently focusing on Canada, there are plans to target the US, Australia and Europe. Walpole, the chef who developed the flour, said "Europe is the intended big target. That's the market where they eat more bread, and I believe the product will be accepted with less effort and a shorter marketing campaign."

Vinifera for Life already has one global bakery supplier interested in the flour. In addition, Caravan Foods is expected to make purchases of the ingredient by the end of the year while Canadian grocery store Sobey's is set to launch a bread product made with the ingredient.