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Founder Chairman
Late Shri R.K. Prasad

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Dear Reader,

This issue brings to you some interesting and vital information about taste enhancers used in confectionery. As we all know there is no celebration without a cake and there is no substitute for a pleasant chat over a cup of tea and biscuits. Cakes, pastries and biscuits have become an integral part of our every day life. But the concern is always about the ingredients. What has gone into the delicious cakes and biscuits makes a lot of difference both in terms of taste and quality. The question is can a confectioner pack taste and premium quality in the products and price them attractively for the consumer without feeling the pinch in his pocket?

The articles in this issue reveal that it is possible to give the buyer products that have premium quality and taste within his affordability. This issue is a continuation of our series on dairy products as well.

We thank all our readers and advisors for the massive support and appreciation provided by them through their feedback. This given us to work harder to effectively bridge the gap between the bakery practitioners and the Ingredient manufacturers to help the bakery business do better.

Apart from this there are also some interesting Hindi articles which our Hindi readers will enjoy. Which are about Ice-cream, condense milk etc which are the most important dairy products which will catch the attention of our readers.

I am sure you will enjoy reading this issue as much as you enjoyed the previous issue. If you want to send any articles which we can publish please send the same on the below mentioned email.

Good Wishes and Happy Reading



Manjeet Bhawsar

manjeet@newmediacomm.com



आइसक्रीम

शायद ही कोई ऐसा शाख्स हो, जिसे आइसक्रीम खाना पसंद न हो। आइसक्रीम की कहानी - उससे जुड़े कुछ तथ्य बड़े दिलचस्प हैं। आइसक्रीम जमे हुए दुध के उत्पाद से बनती है जो अमूमन दुध से बने कई अन्य चीजों से संमिश्रित कर फिर उस आइसक्रीम की शक्ल दी जाती है। दुध से बने अन्य उत्पाद जैसे चीनी, कुछ फ्लेवर्स (सुगंध), रंग आदि। उन्हें बनाते समय स्टेबिलाइजर का प्रयोग करते हैं और फिर उसे ठंडा करने के लिए फ्रीजर में रखा जाता है।

पीएफए नियमों के नुसार आइसक्रीम को यदि परिभाषित करें तो यह कह सकते हैं कि आइसक्रीम गाय या भैंस के दुध से बना एक ऐसा ठंडा उत्पाद है जिसे बनाने के लिए मलाई, चीनी, फल, फलों के रस, नट्स, चॉकलेट्स, ड्राई फ्रुट्स, कलर्ड फ्लेवर्स जैसी कई खानेयोग्य चीजों का प्रयोग कर उसे बनाया जाता है। इन सभी चीजों में जो मनपसंद हो उनका प्रयोग आइसक्रीम को बनाने वक्त किया जा सकता है। पर बनाने से पहले इस मिश्रण को सही तापमान पर गर्म करना आवश्यक है।

गर्म किया पूरा संमिश्रण फिर डिप फ्रीजर में रखा जा सकता है। आइसक्रीम में कमसे कम १० प्रतिशत दूध का वसा, ३.५ प्रतिशत प्रोटीन और ३६ प्रतिशत सॉलिड होना चाहिए।

वैसे बाजार में आइसक्रीम की ढेर सारी विविधताएँ मौजूद हैं जो

ग्राहकों की पसंद के

मददे नजर रखते हुए

बनायी जाती है। जैसे की पलेन आइसक्रीम, चॉकलेट, फलों का आइसक्रीम, दुध से बना, बादाम पिस्तों से बना, सॉफ्टी और मोल्ड कि गई आइसक्रीम।

आइसक्रीम की विविधताएँ उपलब्ध होती हैं। साधारण गुणवत्तावाले आइसक्रीम में होना चाहिए - १० प्रतिशत दुध का वसा, १० से ११ प्रतिशत सॉलिड्स, १३ से १५ प्रतिशत चीनी, ०.३ प्रतिशत स्टेबिलायझर। एक अच्छे गुणवत्तापूर्ण आइसक्रीम में होना चाहिए १२ प्रतिशत दुध का हिस्सा, ११ सॉलिड्स (फैट नहीं), १५ प्रतिशत चीनी, ०.३ प्रतिशत स्टेबिलायझर।

पौष्टिकता से भरी आइसक्रीम :

आइसक्रीम में कितने पोषण मूल्य भरे होते हैं यह निर्भर करता है उस में शामिल सामग्री पर तथा कौनसी प्रकार की आइसक्रीम है उस पर। सामान्तः आइसक्रीम में दुध के मुकाबले तीन गुना ज्यादा वसा और ज्यादा प्रोटीन शामिल होता है।

आइसक्रीम की विशेषता है कि यह कैल्शियम, फास्फरस तथा कई अन्य मिनरल्स का खजाना है जो अपने शरीर को तंदुरुस्त करते हैं।





आइसक्रीम में कुछ और खास बातें भी हैं - जैसे सामान्य खाने में एक साथ प्रोटीन्स और एमिनो एसिड्स नहीं होते जो आइसक्रीम में एक साथ प्राप्त होते हैं। यह सुक्रोज से भी समृद्ध है। डायटिंग करने वाले लोग भले डर डरकर इसे खाते होंगे पर आइसक्रीम में उर्जा का एक बड़ा स्रोत है। इसमें चीनी और फैट्स होने के कारण वजन बढ़ सकता है। जीवन सत्वों का तो जैसे यह भंडार है - ए, थायमाइन, नायसिन इ. जैसे जीवन सत्वों का काफी होते हैं। फलों के आइसक्रीम में सी व्हिटेमिन की मात्रा बहुत सारी रहती है।

कला (विधी) आइसक्रीम निर्माण करने की :

आइसक्रीम बनाने के लिए पहला पायदान है, उसके लिए समग्री का चयन करने का, अब इसमें दो श्रेणियां हैं - जैसे दुध के उत्पादों से और दुध उत्पादों से बनाई आइसक्रीम। दुध के उत्पादों से बनी आइसक्रीम में मीठा आइसक्रीम फ्रोजन प्लास्टिक क्रीम (मलाई), पूर्णतः दुध से बना, दुध की पाउडर से बना आइसक्रीम जैसे प्रकार शामिल हैं।

जो दुध या दुध के उत्पादों से नहीं बने हैं - उन में खास फलों के फ्लेवर्सवाले आइसक्रीम अधिक शामिल हैं।

आइसक्रीम बनाने के लिए गुणवत्ता का होना आवश्यक है। पर इसे बनाना कुछ मुश्किल भी नहीं।

यह प्रमाण कुछ इस तरह हो :

मिल्क.....१ लीटर

स्किम मिल्क पावडर - ७० ग्रॅम,

मक्खन १०० ग्रॅम

चीनी २२० ग्रॅम

जिलेटिन ८ ग्रॅम

गिलसर्ल ६ ग्रॅम

तथा व्हेनीला

सारे मिश्रण को एक करना -

एक बात खास तौर पर खयाल रखना चाहिए - दुध के उत्पादों से बनेवाला आइसक्रीम और अन्य फ्लैवर्स से बनेवाले आइसक्रीम की सामग्री अलग चुनें। अलग रखें। अब दुध को एक बर्तन में निकालें। फिर उसे गरम करने रख दें। दुध का तापमान ५० डिग्री तक पहुंचे तब उस में कुछ घनी चीजें मिला दें, जैसे स्किम मिल्क पावडर, मक्खन के छोटे टुकड़े, चीनी, इन सभी को धीरे-धीरे हिलाते मिक्स करते जाएं। यह सारी चीजें उस गर्म दुध में अच्छे से घुल जानी चाहिए। जिलेटिन और गिलसर्ल दोनों को एक साथ



मिला लें और गरम करें, फिर उन्हें गरम दुध के साथ मिक्स कर लें। सभी चीजों का सही तरह से विघन हो जाना चाहिए।

आइसक्रीम बनाते समय उसका होमोजेनीशन काफ़ी मायने रखता है। यह ६० से ७७ डिग्री तापमान में रखा जाता है। इस प्रक्रिया में आइसक्रीम से फैट्स निकलाने में मदद मिलती है।

थंडक आइसक्रीम की :

आइसक्रीम के मिक्स (मिश्रण) को ०.५ में होमोजेनीशन के बाद ठंडा कर फिर ३ से ४ घंटे उसे बनने के लिए रख देते हैं। इस तरह से आइसक्रीम का जमना एख अहम प्रक्रिया है इसे बनाते वक्त। इससे यह पिघलने में प्रतिरोध करता है।

आइसक्रीम में मौजूद बर्फनुमा स्फटिक (क्रिस्टल) उसे नर्म मुलायम तथा स्वादिष्ट बना देते हैं। आइसक्रीम पुरी तरह से बनने के बाद फिर उन्हें मनचाहे साइज-पैकिंग किया जा सकता है। उसके बाद वो कोल्ड स्टोरेज में रखने हैं ताकि वो अधिक से अधिक समय टिका रहे, फ्रेश रहे और पिघले नहीं।

आइसक्रीम के उपयोग :

जैसे हम पहले कह चुके हैं कि दुनिया में बहुत कम लोग ऐसे होंगे जिन्हें आइसक्रीम खाना पसंद न हो। हर उम्र के हर तबके के लोगों की पहली पसंद आइसक्रीम होती है। वैसे आइसक्रीम को लोग ठंडा मीठा पकवान के रूप में ही मानते हैं और उसे वैसा खाते भी हैं। इसका उपयोग सजावट की तरह भी किया जाता है : फ्रुट सैलड के उपर आइसक्रीम की सजावट भी की जाती है। ■



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फ्लेवर्ड दुध



फ्लेवर्ड दुध में कोई रंग - कोई स्वाद मिलाकर उसे अधिक स्वादिष्ट किया जाता है। अब तो बाजार में कई तरह के फ्लेवर्ड मिल्क उपलब्ध है। चॉकलेट के सवाद में दुध, फलों के स्वाद में दुध, उबला हुआ पर कुछ सुगंधित दुध मिलाते है। यह सारे पेय अब लोकप्रिय बन चुके है ष जिस पेय में २ प्रतिशत फैट मौजूद हो उसे पेय कहा जा सकता है। फ्लेवर्ड दुध बनाते समय उस पर कुछ प्रक्रियाएँ करनी होती है, उन्हें उबालकर, उस में अगर कुछ जंतु - (बैक्टेरिया) हो तो उन्हें निर्जंतुक कर फिर उन में स्वाद के लिए कोको, चीनी जालते हुए स्टेबिलायजर पर रखा जाता है।

यदि फलों के स्वादवाला दुध पिना हो तो दुध में कोको पावडर की जगह ०.०४ प्रतिशत फलों का फ्लेवर तथा कलर्स डालें जाते हैं। दुध को अच्छी तरह से उबालकर फिर उसे ठंडा किया जाता है, फिर उसे बोतलों में बंद कर फिर उसे रेफ्रिजरेटर में रखा जाता है।

स्ट्रॉबेरी, ऑरेंज, लेमन, पाइनापल, बनाना तथा व्हेनिला के फलों के स्वाद वाले प्लेवर्स काफी लोकप्रिय बन चुके है।

पद्धति :

जिस दुध को किसी भी अलग फ्लेवर में डालना हो तो उसे टेस्ट कर

यह जांचा जाता है कि उस दुध में कितना वसा (फैट्स) है और एसएनएफ की सामग्री कितनी है।

फ्लेवर्ड दुध में चीनी, फ्लेवरस कलर किस प्रमाण में डालना चाहिए, इसे गिनना, जांच पडताल करनी पडती है। सारी सामग्री का वजन-चांज-पडताल कर उन्हें अलग-अलग रखें। मानकीकरण किए दुध को एक टब में डालकर ६० डिग्री तापमान पर गरम करें। दुध में चीनी मिला लें, तकरिबन ७ से ९ प्रतिशत फीट उसे छानने से पहले अच्छी तरह घुलने दें।

फिर ६० डिग्री तापमान पर उसे होमोजिनाइज्ड किया जाएं। दुध पर अन्य कुछ प्रक्रिया होती है, फिर उसे ५ डिग्री पर लाते ठंडा करना होता है। जो भी फ्लेवर पसंद हो जैसे रोझ (गुलाब), बनाना, ऑरेंज, पाइनापल उस में डालते हुए अंत में सांझे कलर के जरूरत के अनुसार उस मिश्रण में डालते हुए अच्छी तरह से मक्स करें।

अब इस फ्लेवर मिल्क को साफ-सुथरी बोतलों में भरकर ५ डिग्री तापमान पर रख देना है, ताकि जब चाहे उन्हें उपयोग में ला सके ■



कन्डेन्सड मिल्क (गाढा दुध)

रोजमर्रा के जीवन में कई सारी अहम बातों को हम आपाधापी में नजर अंदाज कर जाते हैं। कहां ध्यान देते हैं कि कन्डेन्सड मिल्क यानि गाढा दुध कितना स्वादिष्ट लगता है। यह दुध का ही उत्पाद है यानि दुध को काफी उबाला जाता है जिससे कि उस में जो पानी का अंश है वो भाप के रूप में निकला जाता है। इस में चीनी का शामिल होना कोई जरूरी नहीं है।

मीठा गाढा दुध भैंस या गाय के दुध से बनाया जाता है। इस में कई बार लैक्टोज, कैल्शियम क्लोराइड, साइट्रिक एसिड, सोडियम साइट्रेट, सोडियम सॉल्ट्स का अंतर्भाव होता है। हालांकि कन्डेन्सड दुध यानि गाढे दुध में इन सारी बातों को नहीं लिखा होता।

मीठा गाढा दुध चाहे मीठा हो न हो - इसका कुल इस्तेमाल भिन्न देशों में अलग-अलग होता है पर हर देश के नागरिकों की आवश्यकता तथा भौगोलिक वातावरण पर भी दुध का इस्तेमाल पर निर्भर करता है।

गाढे दुध में मीठा दुध हो या न हो पर पौष्टिकता मूल्य बहुत सारे होते हैं। गाढे दुध में विटामिन ए, डी, ई, तथा प्रोटीन्स और हड्डियों को मजबूती प्रदान करनेवाले खनिज की मात्रा मौजूद होती है। उर्जा दिलानेवाले सुक्रोज मीठे दुध में भरपूर है। दुध से पानी का अंश निकल चुके दुध को शिशुओं को भी पिलाया जाता है, क्योंकि यह पचने में काफी हल्का होता है। इसका एक और उपयोग होता है दही जमाने के लिए।

कन्डेन्सड दुध के निर्माण की तकनीक :

कन्डेन्सड दुध के निर्माण की तकनीक के पिछे अहम बात है कि जिस दुध पर गाढे बनाने की प्रक्रिया करनी है वह गुणवत्ता में श्रेष्ठ होना चाहिए। दुध उबालते वक्त उस में मौजूद पानी का भाषीभवन होना आवश्यक है। उसे छानना पड़ता है, उसे स्टैंडर्डाइज्ड भी करते हैं।



दुध को गरम—ठंडा करते समय तापमान का ध्यान रखना भी आवश्यक है।

चीनी मिलाना :

दुध में उचित मात्रा में चीनी मिलाना मात्र स्वाद बढ़ने के लिए नहीं पर दुध तो संरक्षित रखने के लिए चीनी अधिक काम आती है। दुध को पूरी तरह से संरक्षित रखती है, जीनी, जब खास कर उसका स्टेरिलायजेशन नहीं हुआ हो तो। दुध में सुक्रोज न डालना हो तो उसकी जगह मर्कई से बना सिरप, ग्लुकोज का प्रयोग किया जा सकता है। इस प्रतिस्थापन में चीनी में जितनी मूल मिठास होती है, उतनी तो नहीं होती। वो घटती है। रंग में भी परिवर्तन हो जाता है। दुध के गाढ़ेपन में फर्क पड़ना भी लाजमी होता है, खासकर जब उसका संचयन करते हैं तब।



अमूमन सुकरोज दानेदार होता है, कभी वो सिरप (चाशनी) की तरह भी होता है। चीनी से बनी चाशनी उस में यदि कुछ रोगजनक हो तो उसे दूर कर देता है। जिस तापमान पर दुध में चीनी मिलायी जाती है उस से दुध की गुणवत्ता बढ़ती है।

दरअसल चीनी आखिर में मिलायी जाती है। पीने के पानी में उसे मिलाकर फिर संघनक क्रिया के लिए रखना होता है।

दुध से उसका वसा दूर करना होमोजेनिशन का कार्य है। वसा खास तब जम जाता है जब दुध को आखिर में सटोरेज कर देते है

ठंडा करना (कुलिंग) :

कंडेन्सड गरम दुध को ठंडा करना बेहद अहम है। इस कंडेन्सड दुध के निर्माण में जब तक गरम दुध को सलिके से ठंडा नहीं किया जाता वो न तो स्वादिष्ट बनेगा न वो बाजार में बिकने लिए पहुंच पाएगा। कुलिंग यानी दुध के ठंडे करने की प्रक्रिया तेजी से करनी होती है ताकी दुध गाढा न बनता जाए। न उसका रंग बदले। दुध बहुत गर्मी में ज्यादा देर तक रखने पर उसका रंग भी गहरा होता जाता है। इसी वे चलते



दुध को बडे तेजी से ठंडक देना महत्वपूर्ण है।

महत्व लैक्टोज का :

कंडेन्सड दुध में लैक्टोज भी अहम भूमिका निभाता है। दुध में लैक्टोज क्रिस्टल की तरह होते है। इससे दुध को मुलायम रहने में मदद मिलती है।

प्रभाव ठंडक के :

कंडेन्सड दुध को ठंडा रहना अनिवार्य है, और उसी ठंडक के प्रभाव के चलते यह उत्पाद काम करता है।

दुध में मौजूद अल्पा लैक्टोज विशिष्ट तापमान में क्रिस्टल सा प्रभाव छोडते है।





बिस्कीट्स



बिस्कीट्स के बारे में हम में से लगभग सभी इतनी जानकारी रखते हैं कि वे सेके (बेकड) हुए, आटे से बनते हैं। जो कभी मीठे तो कभी नमकीन स्वाद में होते हैं। बिस्कीट्स कहीं भी ले जा सकते हैं, ऐसी खाने योग्य चीज है।

सफर और बिस्कीट्स -

बिस्कीटों को हम अपना साथी माने तो गलत न होगा। इन्हें सफर पर, रास्ते में, काम पर कहीं भी ले जाया सकता है। सुखे होने के कारण इन्हें रखने में कोई परेशानी नहीं होती है। साथ अगर खाना ले जाएं तो वह टिकता नहीं ज्यादा देर, पर इनके साथ ऐसी तकलीफ नहीं होती। पहले तो समुंदर पर काम से जानेवाले लोग अपने साथ अनाज के साथ खानसामा (खाना बनानेवाला) ले जाते थे, पर पता चला उसमें जगह की कमी होती थी। सफर कम दूरियोंवाला हो, तो खाना बनाने के इंझट से मुक्ति तो हो जाएगी पर भूख लगने पर कुछ आसान सी चीजें साथ में होने की आवश्यकता महसूस होने लगी।

इन्हीं आवश्यकताओं पर आगे चलकर अनाज को साफ कर फिर उस आटे को सेंककर उस से खाने ती चीजें बननी शुरू हुई। कभी इजिप्शियन नाविक कई-कई दिनों तक अपने नावों के साथ समुंदर

पर जाते थे, तब वे अपने साथ एक बड़ा-सी केकनुमा डबल रोटी ले जाया करते थे। रोमन्स अपने साथ बिस्कीट्स ही ले जाते थे समुंदर वाले सफर पर।

रोमनों की एक किताब में जिकर किया गया है कि बहुत पहले डॉक्टरों का मानना था कि इन्सानों को जितनी भी हेल्थ (स्वास्थ्य) के बारे में शिकायतें होती हैं वो उसके डायजेशन (पाचन) के कारण ही होती है, इसी कारण उसके लिए कारगर है बिस्कीट्स। बिस्कीट्स के खाने से न तो उसके पाचन में गड़बड़ी होगी और न वो बिार पड़ेगा। बिस्कीट्स किसी दवाओं से कम नहीं। उपजीविका के लिए भी बिस्कीट्स सर्वश्रेष्ठ है।

किसी दौर में बिस्कीट्स कडक किसम के होते थे। संभवतः इसके पीछे मकसद होगा कि सफर करते समय बिस्कीट्स टूटे नहीं, सुरक्षित रहे। लंबी यात्राओं पर जाते समय बिस्कीट्स बनाते समय उन्हें करीब तीन-चार बार सेंकते (बेकड) किया करते थे। ताकि वे सफर के दौरान टूटे नहीं। फिर उन कडक बिस्कीट्स को खाते समय उन्हें कॉफी या फिर किसी नमकिननुमा पानी में डुबोकर मुलायम बनाकर लोग खाया करते थे। कभी तो लंबे दसते की कडाहीओं में भी उन्हें डुबाया जाता था।



खुशियों का दुसरा नाम बिस्कीटस् :

किसी जमाने में बिस्कीटस् काफी कड़क होते थे, सुखे और उन में कोई मिठास नहीं होती थी। उन्हें एक तरह से गरिबों का खाना कहा जाता था, क्योंकि उस वक्त बिस्कीटों की किमते भी कम होती थी। पहले ब्रेड को सेंककर फिर बिस्कीटस् सेकें जाते थे।

सातवे शतक में पर्शियन साम्राज्य में बिस्कीटस् बनाने की विधी में कुछ और विकास होते गया। जैसे उन्होंने अपने संशोधन में पता लगाया कि इन्हें बनाते समय उसमें मक्खन, अंडे, मलाई, चीनी और फलों का स्वाद भी डालकर उनके स्वाद में इजाफा किया जा सकता है। उसी दौर में सबसे पहले अद्रकवाली ब्रेड लोगों ने लाया। यह बात युरोप में लगभग १९९२ के दौरान की है।

समय के बदलाव के चलते बिस्कीटस् अब छोटे होते गए। उन में क्रांती हुई कि वे सैन्डविच की तरह भी बनने लग गए। दो बिस्कीटों के बीच में क्रिम या फिर आइसिंग डालकर उनका स्वाद बढ़ते गया। युरोपियन देशों में हाकांकि बिस्कीटस् पर और संशोधन नये शोध होते गए। सैन्डविच नुमा बिस्कीटस् में कैलरीज ज्यादा पायी जाती है।

युरोपियन बिस्कीटस् तथा ब्रिटीश बिस्कीटस् में भी काफी सारा फर्क पाया जाता है। उनके स्वाद में फर्क होता है और किमती में भी। ब्रिटीश टाइप के बिस्कीटस् थोड़े सस्ते होते हैं युरोपियन बिस्कीटस्

के मुकाबले और थोड़े सख्त भी।

वैसे स्वाद में मीठे बिस्कीटस् को लोग नाश्ते के रूप में खाने लग गए। इन में गेहूं का आटा या ओटस, चीनी तथा शहद डालकर बनाया जाता है। उन में कई सारी विविधता मिलने लगी - जैसे चॉकलेट के बिस्कीटस्, फलों, जैम, बादाम के स्वाद में बिस्कीटस् मिलने लगे। बिस्कीटस् भी सैन्डविच की तरह बनने शुरू हुए। दो बिस्कीटों के बीच मनपसंद चीजें भरकर लोग खाने लग गए।

ब्रिटन में पाचन के लिए हल्के-फुल्के बिस्कीटस् और चाय यह देश की संस्कृति का एक अहम हिस्सा बन गया। शाम के समय बिस्कीटस् और चाय जैसे लोगों की आदतों में शुमार हो गया। सख्त तरह के बिस्कीटस् थोड़े नर्म करने के लिए लोग उन्हें मजे से चाय में डुबोकर उनका लुप्त उठाने लगे।

जैसे-जैसे बिस्कीटस् रोज-मर्रा की आदत बन गई, उनका महत्व बढ़ता गया और उन में ढेरों विविधताएँ आती गईं।

बिस्कीटस् जीवनावश्यक खाने की चीज बनने से उसकी उपलब्धता सुपर मार्केटस् में और अन्य जगहों पर बढ़ती गई। ■





Ups and Downs in Cheese Market Cause Concern

Volatility in cash cheese, butter and nonfat dry milk has been as unpredictable as the other commodity markets and has had the impact of weather over the past few weeks. Meanwhile, recent hot, humid weather has impacted U.S. milk production.



Volatility in cash cheese, butter and nonfat dry milk has been as unpredictable as the other commodities in markets and weather over the past few weeks has had an impact too. One can clearly say there is no trend, unless perception and volatility is a trend.

One week we may see no outside influence on the dairy trade coming from the other markets, while the next seems to bring a strong correlation to what is taking place in the other markets influenced by both national and international events. Have we been global long enough and trading volume increased enough in the dairy complex to bring in more traders? Volatility usually brings more trading activity.

This past week has increased concern over the impact of hot, humid weather on milk production. California went through a bout of hot weather earlier, which has since tempered. The Plains, Midwest and Northeast were the recipients of an event dubbed the “Dome of Gloom,” with the hottest weather experienced in years.

Concern erupted over the stage of the corn crop as many stated this was right during pollination. Stories of yield losses circulated. However, further analysis indicated much of the corn crop may have benefited from the heat. The nation's corn crop, according to the weekly Crop Progress report, indicated the crop was about a week behind. Furthermore, the resulting heat units were beneficial to late planted crops. There is no doubt



some of the corn crop was affected. It will be difficult to tell the impact until harvesting is done.

The more direct impact for the dairy industry was the significant decrease seen in milk production. Farmers tried their best to keep cows comfortable and alive. There have been numerous reports of cow deaths due to the intense heat and humidity. Milk receipts in many areas were down 10% or more along with reduced components. The heat spell was long enough in duration to make it difficult for cows to regain their production capability once the weather tempered.

Lower milk output seems to have caught the attention of cash buyers, especially in block cheese. Less than two weeks ago, the price was declining, reaching below \$2.00. However, it was only for a brief period of time. Buyers were aggressive last week, pushing the block cheese price to the highest level in three years. This buying and reluctance of selling seems to stem from the idea that production will tighten at a time when buying interest and demand generally increases.

Current cheese prices, although welcomed by dairy producers, may be a little precarious. Although the June inventory of American cheese showed a decline of 2.8 million pounds from May and 8.0 million pounds below a year earlier, total cheese stocks increased 3.0 million pounds from May and 13.0 million pound above a year ago. This in itself does not seem like a big deal and is not

necessarily bullish or bearish to the market. However, the comparison that makes the market a bit suspect is the comparison of price and stocks three years ago when cheese prices were this high.

American cheese inventory in June 2007 was 565.9 million pounds versus the recently released June inventory this year of 619.0 million pounds. Total cheese stocks in June 2007 were 891.2 million pound while June 2011 was 1.051 billion pounds. Looking at these numbers, it would suggest price should not be this high, but there is a fear that tighter supply with good demand will decrease stocks significantly.

Consumer demand will be the key. The purpose of high prices is to cure high prices. If demand slows and supply begins to build, prices will need to decline. If seasonal demand remains strong and buyers want fresh cheese, it will not make any difference what inventory is for the next few months.

My recommendation is to put options for closer months to establish some nice floor prices. Initiate fence strategies for later months for maximum downside protection while still allowing for the ability to capture some upside to the sold call option strike price. A put option spread is another method if you do not want to be involved in potentially having to pay margin if prices increase. Put option spreads will limit downside protection, but it is better than doing nothing. ■



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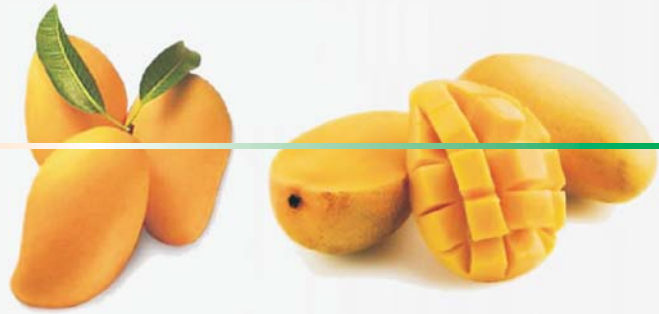


Tropolite Foods Pvt. Ltd.

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A HACCP Certified Company



The Kelkar Group's Sweet Story of Success

Kelkar Canning Pvt. Ltd. is the part of Kelkar Group which represents the quality Konkan food products in the food industry. Originally, Kelkar Canning was established in 1976 as a small canning unit has been since producing premium quality Ratnagiri Alphonso Mango Pulp and a range of Konkan food products. To meet the increasing market demand and to open up the international market, Kelkar Group has newly set up a multi fruit processing canning plant with international standards and regulations. The new processing unit commenced from May 2010. We produce best quality canned Ratnagiri Alphonso Mango Pulp and range a of more than 20 Konkan food products.

Of the different varieties of mango the Ratnagiri Alphonso Mango is the most highly appreciated in India for its delicious taste and the quality of those grown in Western Ghats of Konkan in Maharashtra has been attributed to the peculiar combination of climate and soil. Pulp from this variety is now available as a long life product.

The Ratnagiri Alphonso mango pulp is produced from highly selected and naturally grown and ripened, mangoes. The plant has been set up in 2 Acre at Nevare (Ratnagiri, Maharashtra). The

process is fully operated in advanced machinery in clean and hygienic condition. The Plant is producing 2tonns an hr finished goods, which can be expandable more than double. Plant has been recently certified with 'KOSHER' certificate and also in the pipeline are two other international food safety certificates.

The Mango Orchards are planted throughout the West coast of Konkan region in Maharashtra. Kelkar Group has also planted more than 4000 mango orchards. The Mango procuring season starts from April, which remains up to mid of June. The mangoes used for processing are directly procured from farmers, which reduces middleman's handling and time. This helps to maintain the quality of raw mangoes for further ripening and processing of the mangoes. Company has built a relationship with more than hundred farmers since more than 20 years.

During the mango processing time, Kelkar Canning Pvt. Ltd. generates employment to 100-125 local people and 230-250 people are indirectly employed for the same. All the mango farmers have assured market for their mangoes for processing. For research and development and to control pests and for better yield of crops, the



company take active part in seminars conducted by Agriculture Universities. The Company also conducts the seminars on EUROGAP implementation in joint venture with NGO's.

Company is now in the process of exporting to Malaysia, Australia, Singapore, Dubai etc. Kelkar Canning Pvt. Ltd. is also doing parallel marketing for these products in the domestic and international markets. Company has also opened two factory outlets in Ganapatipule and Pune (Maharashtra).

This canned Ratnagiri Alphonso Mango Pulp can be used as a direct Sweet Dish as well as in Ice Creams or Frozen Desserts, in Cakes or

Puddings, in Mango Juice and Shakes and also in a range of value added Mango Products. The range of Konkani food products manufactured are Alphonso Mango Pickle, Konkani Chilli Pickle, Awala Pickle, Sweet Alphonso Mango Muramba, Alphonso Mango Papdi, Jackfruit Papdi, Kokum

Syrup, Awala Syrup, Raw Alphonso Mango Syrup, Kokum Aamsul etc. All products manufactured are free from artificial or colours and flavours.

The aim of the company is to reach every consumer in the world to give them the best quality product. To produce best quality food products the company is dedicated to achieve its taste perception, quality standards and food safety. ■



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Dr. Joerg Wolle
President & CEO
DKSH Holdings

MEDIA RELEASE

DKSH Group: Again record results in first half-year of 2011

DKSH Holding Ltd Date: August 2, 2011, 0900 CET

The DKSH Group continues its growth course, reporting new record results in Swiss Francs for the first half of 2011. In that period, Net Sales reached the CHF 3.6 billion mark, and EBIT rose by 21.4 percent to CHF 103 million.

Zurich, Switzerland DKSH, the leading Market Expansion Services provider with a focus on Asia, remains on its record-breaking course, reporting outstanding results for the first six months of 2011, thereby continuing its strong and consistent growth of recent years. In 2010, the Group achieved its most successful business year since its founding nearly 150 years ago. In the first half-year of 2011, Transaction Value rose by 6.3 percent compared to the previous year to CHF 4.9 billion. Net Sales, that is sales on own account, increased by 2.3 percent to CHF 3.6 billion. Operating profit (EBIT) grew impressively by 21.4 percent to a new half-year record of CHF 103 million. Profit After Tax rose by 27.3 percent to CHF 65 million.

The Asia markets where the DKSH Group primarily operates continue to record steady and robust economic growth. As the leader in Market Expansion Services with a focus on Asia, DKSH was able to benefit from the strong economic performance of this region. Our remarkable financial results are also attributed to our operational efficiency and dominant market position in Asia, through which we can leverage economies of scale and generate unparalleled growth in profits. All four Business Units developed positively and contributed to the best ever half-year results.

This performance is all the more remarkable given that they were achieved against the backdrop of the recent catastrophes in Japan, a key market of DKSH. "Despite the challenging economic environment, our Japan operations have achieved outstanding results so far this year. That in itself again demonstrates the resilience of the DKSH business model," commented Joerg Wolle, President & CEO of DKSH Holding.

Dr. Wolle further explained: "The positive development and growth of our businesses is the result of the thorough implementation of our strategy for growth. Thanks to our comprehensive, integrated services portfolio along the entire value chain, tailored to our clients' specific needs, and our blanket coverage across Asia, we have succeeded in further expanding our business and increasing our market share."

In the first six months of 2011, the focus has been on organic growth, in particular expanding relationships with existing business partners and winning new clients and customers. Complementing these initiatives, DKSH has also made a number of strategic bolt-on acquisitions to strengthen existing markets and Business Units. Following the takeover of Chiao Tai

Logistics, the leading consumer goods logistics company in Taiwan last year, DKSH recently made a further acquisition in the consumer goods industry in Taiwan. With 3D Asia, a company specializing in field marketing, DKSH has broadened its Market Expansion Services portfolio for existing and potential clients in the geographic triangle of Hong Kong, South China, and Taiwan. At the beginning of July 2011, DKSH took a controlling interest in Swiss watchmaker Maurice Lacroix, and established a joint venture company with Zino Davidoff for the marketing, sales, and distribution of Davidoff's luxury goods in Asia.

Commenting on the outlook for the remainder of 2011, Joerg Wolle said: "We are benefiting from two core economic megatrends. On the one hand, Asia is considered to be the growth market per se, representing a promising region in which to expand for many companies. On the other hand, companies intending to expand in Asia are increasingly choosing to focus on their core competencies, and selecting to rely on Market Expansion specialists like DKSH. Demand for such outsourcing services is growing steadily. As the leading Market Expansion Services provider in Asia, we are ideally positioned to benefit from these trends."

About DKSH Group

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries 590 of them in Asia and over 23,000 specialized staff, it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a Transaction Value of around CHF 10 billion.

The company offers any combination of sourcing, marketing, sales, distribution, and after-sales services. It provides business partners with expertise as well as on-the-ground logistics based on a comprehensive network of unique size and depth. Business activities are organized into four specialized Business Units that mirror DKSH fields of expertise: Consumer Goods, Healthcare, Performance Materials, and Technology.

Although DKSH is a Swiss company with headquarters in Zurich, it is deeply rooted in communities all across Asia Pacific. This is because the company looks back on a nearly 150-year-long tradition of doing business in and with the region.

For further details, please contact:**DKSH Holding AG**

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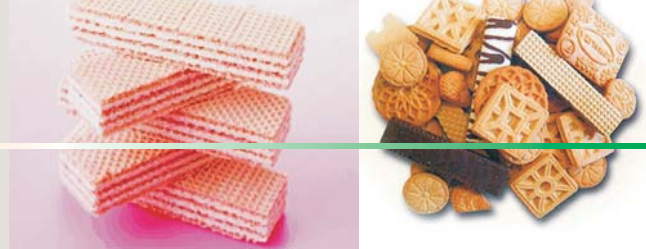
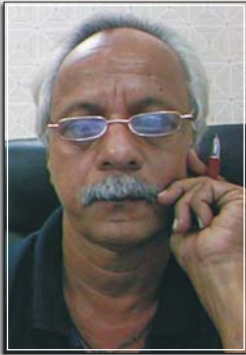
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Refined Palm Kernel Oil and Dairy FAT Replacer are Economical Taste Enhancers



In my earlier issue I had mentioned about Refined Palm Kernel Oil and Dairy Fat Replacer. Now you can understand difference between Ice Cream and Frozen dessert.

Coming back to this topic I am happy to inform that trial conducted at different Ice cream industries

Met with great success in deriving the best result without changing the structure, taste, flavor etc. using the process adopted by ice cream Manufacturers. We had added only dairy fat instead of fresh Cream

I would mention here the process and quantity of Dairy fat replacer required to get best result for Frozen Dessert.

1) Buffalo milk contains 7% to 8% Fat Add 5% of D.F.R

2) Cow's Milk contains 6% to 7% Fat Add 6% of D.F.R

3) Skimmed Milk powder..... 12% of D.F.R

Process:- Melt D.F.R in double boiler, add few drops of soy lecithin, stir well till soy lecithin is dissolved in melted D.F.R. Add D.F.R. into Boiling Milk stir well till the milk has been blended with D.F.R. Add GMS Powder, sugar, pasturize, Homogenize, Keep it for aging and add dry fruit.

Do not melt D.F.R. directly instead melt in double boiler process.

Dairy Fat Replacer can also be used as substitute to fresh cream In Bakery industry, Decorating Cakes (Icing), Cream filled Cookies and Wafer Biscuits.

Since Dairy Fat Replacer is smooth, plain and pasty. Its appearance is milky white. Hence while

decorating a cake it looks like fresh cream. Dairy Fat Replacer is bland in taste and gives natural flavor of the essence added to it.

For better taste in making icing I would recommend add two tea spoon of dairy whitener in one kg of **Dairy fat replacer**.

Try this method and see the result Ingredients

1000. Gms. Dairy fat replacer
750. Gms. Icing Sugar
10. Gms. Dairy Whitener (SMP)

Whip dairy fat replacer for five minutes slowly, add icing sugar whip on fast speed add dairy Whitener

You can add little water to make it soft & fluffy now add color and essence of your choice.

It will give a better taste.

I recommend pine apple flavor and light yellow color.

I had many queries regarding usage of Refined Palm Kernel oil in Bakery Industries and biscuit manufacturing.

Basically Refined Palm Kernel Oil is a substitute for refined Coconut oil. It has the same character

and Refined Coconut Oil and it is considered as cousin of Refined Coconut oil.

Being economically priced compared to refined Coconut oil many biscuit manufacturers have shifted to Refined Palm Kernel Oil.

In the biscuit industry Refined Palm Kernel Oil is used on salty Biscuits such as Monaco biscuits to bring shine to biscuits.

Palm Kernel Oil is widely used in laminating the upper crust of breads.

Refined Palm Kernel Oil is also used in Choko paste. The chocolate is diluted in Refined Palm Kernel Oil, it is also used to form a paste for decorating Chocolate cakes.

For further queries

Please contact:- vojha1953@gmail.com

Vivekanand .Ojha

Sr. Manager

RMC Marketing Pvt.Ltd.



Love Chocolates - They are Good for You



Shellz Overseas Pvt. Ltd. are leading manufacturer, exporter & importer of Food additives confectioneries. We have been developing quality products since 1969 and have thus acquired an extensive expertise and specialization in Fruit Jellies, Chocolates and a wide range of Food Additives. We work with a vision to explore technological developments, which offers us unlimited opportunities to foster international alliances and consumer communications in new territories. Our vision enables us to accomplish a degree of dominance in the arena of processed food products.

Our company has been certified with ISO 9001-2000 for implementing a well defined Quality Management System. We also have been accredited with HACCP for our systematic preventive approach to food safety. Backed by a sound infrastructural base, we have the capability to process large assortment of confectionery food products. Moreover, our in-depth knowledge and experience has enabled us to meet the ever increasing demands of the changing consumer needs by providing high quality products. Innovation has been the key factor of our success as we have revolutionized the typical standards of the confectionery industry with our quality products. We always strive to understand the needs of the customers, and the trends within the markets.

Infrastructure

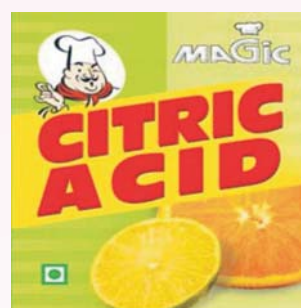
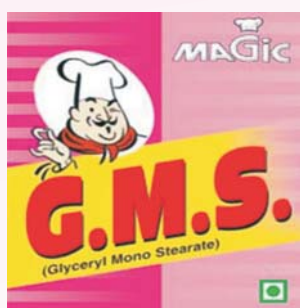
We have a fabulous infrastructure with state-of-

the-art manufacturing facilities and well trained workforce. Our fully automated, well maintained machines are manufactured using food grade steel for hygienic production. All the operations are backed by our team of professionals, who are trained to follow Best International Practices. We also have a separate packaging unit equipped with advance machines and hand tools. Our policy is to aggressively invest on upgradation of process and technology to meet the ever-changing requirement of the food processing industry.

Quality

Quality is the basis of our entity and it is maintained at every level of production. At Shellz Overseas quality prevails throughout its supply chain system, from procurement of finest and most premium ingredients, to manufacturing and then delivery. We implement stringent quality checks at every stage. The prestigious ISO 9001-2000 certification stands as a testimony to our commitment to quality. We have also been awarded with the HACCP for maintaining all safety measures in our food production. Our quality control professionals ensure that additives in our products are well within the specified range and are completely safe for human consumption.

Working on the traditional production philosophy, we have been successful in delivering quality consistent confectioneries and food additives.





Nutritional Value

Health effects of chocolates include both positive & negative effects. While chocolates are regularly eaten for pleasure, there are potential beneficial health effects of eating chocolates. Cocoa or dark chocolates benefit the circulatory system.

Heart Health Benefits of Dark Chocolate: Uses of Chocolates

This is a confectionary made primarily of chocolates, and can either be solid, hollow or filled with other sweets.

There are many people who really think that chocolate is sinful, but actually there are many benefits of eating chocolate for human beings.

1. The chocolates reduce high Blood Pressure due to presence of Flavonoids in cacao which balances the blood pressure and also decreases the blood clotting. Chocolates are often used in intensive hyper active drugs.

2. It is high on improving the flow of blood to the key regions of the brain for about two to three hours in a continuous form after eating chocolates. Thus it helps in decreasing tiredness, ageing effects and sleepiness.

3. According to MSNBC, chocolates are best in giving boost to the moods. The caffeine presence eases the symptoms of premenstrual mood swings.

4. It can prevent the damage of cells.

5. The Pure dark chocolate is helpful in improving and balancing the blood sugar levels.

6. Eating a few squares or slabs of chocolate can decrease the risk of heart attacks or can decrease the chances of death by a heart attack by over 50%.

7. According to a study, a person having chronic fatigue syndrome after eating 1.5 ounce of chocolate feels easiness.

8. It is beneficial in lowering the LDL cholesterol and raising the HDL cholesterol.

9. It increases the metabolism of the blood sugar in one's body which further reduces the chances of diabetes.

10. As per the UK study, The obromine component of cocoa is affective in giving an ease to a persistent cough as it opens the airways of the lungs.

The real fact is this that chocolates have been used since decades by the medical professionals in order to cure the problems such as shortness of breath, low virility, hemorrhoids, weak digestion system, diarrhea, fatigue, gout, and tuberculosis.

If this article encourages you to buy a Chocolate box as a gift for someone special we really recommend visiting our site www.shellzoverseas.com We have the best quality chocolate in very attractive packaging also we can also offer you other industrial products like instant choco paste(ready to use), Choco paste, Compound slab, Coco powder.

WISHING YOU A HAPPY & HEALTHY EATING

Contact Us

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Food Safety & Standards Regulations - Impact to Industry and Way Ahead

(Prabodh Halde & Ms. Chetana Bhandari
Regulatory MARICO Ltd.)



Introduction

The Food Safety and Standards Act 2006 was born out of the need for an integrated food law, prioritizing consumer safety and harmonization of food standards with international regulations. The Food Safety and Standards Act 2006 is a new legislation that integrates eight different existing food laws and is a comprehensive enactment aimed at ensuring public health and safety. The implementation of this Act will be a major transformation that ensures to bring paradigm shift in the food regulatory scenario of India. The Food Safety and Standards Regulations, 2011 have been released now in seven chapters and are effective from 5th of August 2011. This analysis presents the highlights of the regulations and discusses the impact of the regulations for the industry.

Impact on food Industry

The FSS Act 2006 compels the licensing/registration of every single entity in the food business. The entities have been categorized as petty food manufacturers and food business operators depending upon their manufacturing capacities. Petty food manufacturers, for e.g. street food vendors or small food business operators (FBOs) with annual turnover less than Rs 12 lakhs will, fall under the purview of registration and it is mandated that these petty food manufacturers must register with the Registering authority. The petty food manufacturer must follow the basic hygiene and safety requirements provided in Part I of Schedule 4 of the Regulations. On application, a registration certificate and a photo identity card will be granted by the authority, which the petty food manufacturer shall display at a prominent

place at all times within the premises or his place of business. Licensing is applicable to food business operators which include big and medium scale manufacturers, warehouses, distributors, importers, etc. The Licensing system has been laid down as a two tier system comprising of Central & State Licensing. The list of businesses which fall under the purview of Central Licensing Authority are enlisted in Schedule 1 of the Food Safety and Standards (Licensing & Registration) Regulations, 2011.

SCHEDULE 1 : FBOS Under Central Licensing

- Dairy units including milk chilling units equipped to handle or process more than 50,000 litres of liquid milk/day or 2500 MT of milk solid per annum
- Vegetable oil processing units and units producing vegetable oil by the process of solvent extraction and refineries including oil expeller unit having installed capacity more than 2 MT per day
- All slaughter houses equipped to slaughter more than 50 large animals or 150 or more small animals including sheep and goats or 1000 or more poultry birds per day
- Meat processing units equipped to handle or process more than 500 kg of meat per day or 150 MT per annum
- All food processing units other than mentioned under (I) to (IV) including relabellers and repackers having installed capacity more than 2 MT/day except grains, cereals and pulses milling units
- 100 % Export Oriented Units
- All Importers importing food items including

food ingredients and additives for commercial use

- All food business operators manufacturing any article of food containing ingredients or substances or using technologies or processes or combination thereof whose safety has not been established through these regulations or which do not have a history of safe use or food containing ingredients which are being introduced for the first time into the country

- Food Business Operator operating in two or more states

- Food catering services in establishments and units under Central government Agencies like Railways, Air and airport, Seaport, Defence etc.

The following officers have been appointed as Designated Officers under Central Licensing for the respective jurisdiction/area provided against the names.

| Sl No. | Name of the Officer | Area of Jurisdiction |
|--------|------------------------|--|
| 1. | Dr. A.K. Singla, SMO | Delhi, Uttarakhand, Rajasthan, J&K, Himachal Pradesh |
| 2 | Dr. Bishan Chand, MO | Punjab, Haryana, Chandigarh |
| 3 | Sh. M.K. Singh, SIO | Uttar Pradesh |
| 4 | Sh. Ais Kumar, DD | Gujarat, Maharashtra, Dadra & Nagar Haveli, Daman & Diu, Goa, Madhya Pradesh |
| 5 | Dr. G. Srinivasan, SMO | Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Puduchery, Lakshadweep |
| 6 | Dr. S.K. Mohanta, SMO | West Bengal, Orissa, Bihar, Jharkhand, Sikkim, A&N Islands, Chhattisgarh |
| 7 | Sh. V.K. Pancham, SIO | Assam, Arunachal Pradesh, Tripura, Mizoram, Meghalaya, Nagaland |

The medium scale manufacturers, depots/warehouses, distributors will have to attain a license from the State Licensing Authority.

Licensing

The license will be granted by Licensing Authority based on compliance to the conditions of license and it may be obtained for a period of 1 to 5 years. The licensed establishments will be subject to periodical inspections and food safety audits by Licensing authority or certain agencies authorized for the purpose. The following section enlists the conditions of license that are mandatory for compliance at all times of business.

Licensing Requirements

- A true copy of the FSSAI license is displayed at a prominent place in the premises at all times

- Information with respect to any change or modifications in activities/license content is communicated to the Authorities

- The production process is supervised by at least one technical person, who possesses at least a degree in Science with Chemistry/Bio Chemistry/Food and Nutrition/ Microbiology or a degree or diploma in food technology or any degree or diploma related to the specific requirements of the business from a recognized university or institute or equivalent

- The periodic annual return from 1st April to 31st March is furnished within 31st May of each year

- No product other than the product(s) indicated in the license/ registration is produced in the facility

- The sanitary and hygienic standards and worker's hygiene is followed and implemented as specified in the Schedule 4

- The daily records of production, raw materials utilization and sales are maintained in a separate register

- The source and standards of raw material used are of optimum quality

- Premises for manufacture, storage, exposure for sale of food are well separated from any urinal, drain, storage

area for foul/waste matter

- Clean-In-Place systems (wherever necessary) for regular cleaning of the machine & equipments are maintained and followed

- The testing of all relevant chemical and microbiological contaminants in food products is carried out through own or NABL/FSSAI recognized labs at least once in six months

- Required temperature/conditions are maintained throughout the supply chain from the place of procurement/sourcing till the consumer end including transportation, storage, etc

- The food products are bought/sold by the manufacturer/importer/distributor only from or to licensed/registered vendors and records are maintained

- A register is maintained for edible oils and solvent extracted oil, showing the quantity of oil manufactured, received, nature of oil used as applicable and the destination of each consignment of the substances sent out from the factory. Such register is furnished for inspection when required by the Licensing Authority
- Well equipped laboratory facility for analytical testing of samples is available in the premises
- No edible oil is sold/distributed/offered for sale/dispatched or delivered for purpose of sale unless it is packed, marked and labelled in the manner specified in the regulations

Labeling

There are not many changes in labeling requirements for other products. However with some of the orders merging into FSSAI, the registration numbers issued under such orders may not be valid. This may imply labeling revisions for labels of certain products. However, the Legal Metrology Act & Rules and AGMARK regulations are still operative. Also elaborate legislation for regulating label claims and claim substantiation are being framed and may be made available soon.

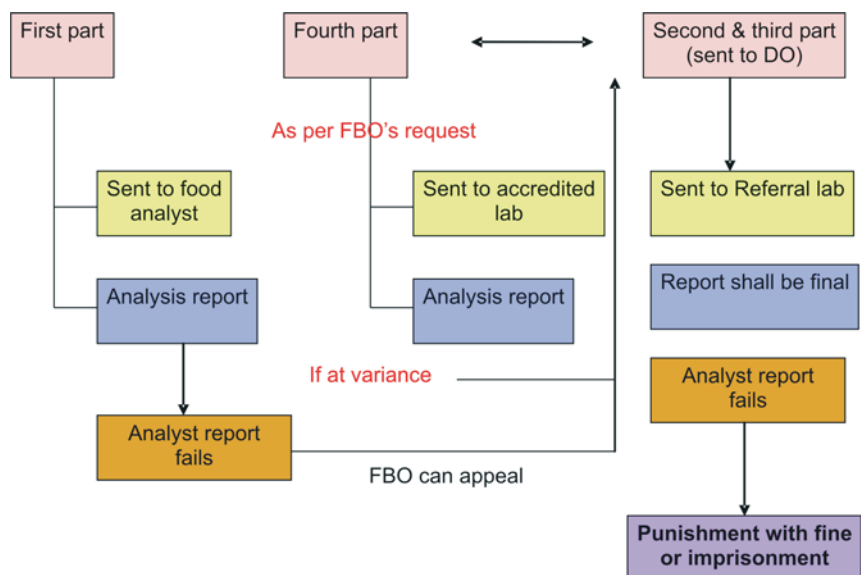
Product Standards

For the product standards chapter, the Food Safety & Standards Act includes a section (Section 22) providing for new categorization of foods namely health supplements, foods for special dietary uses, novel foods, etc. The categories are defined broadly in the Act and a more detailed regulation on this front is expected. This feature which was absent in the existing food laws is anticipated to facilitate and promote the development of new products thus enabling innovation opportunities and the growth of the industry.

Sampling procedure

Sampling procedures have also been changed in the new food legislation. The Food Safety Officer (FSO) will now draw four samples, instead of three

as was the case in Prevention of Food Adulteration Act. The product sample will be divided into four parts, sealed and signature of the person from whom sample is drawn shall be taken. One or more witnesses will be called upon and their signatures taken at the time of drawing samples. One part of the drawn sample will be sent to the food analyst and the two parts of the sample will be sent to the Designated Officer by suitable means. The Food Safety Officer must serve a notice in form VA to the FBO right at the time of sample pickup. There is a provision that the FBO may request for analysis of the remaining fourth sample by NABL accredited laboratory. However, if the reports of food analyst and accredited laboratory are at variance, the sample may be sent to a referral laboratory the results of which shall be considered final. The following schematic representation depicts the process following the sample pickup by the Food Safety Officer.



Adjudication

The Food Safety & Standards Act also provides for a new judicial process of adjudication. When the sample picked by FSO fails in the analysis, the non compliance may be punishable with fine or imprisonment. Prosecution will be launched in the court in case of the offences to be penalized with imprisonment. For offences punishable with fine, the FSO must file for adjudication of the alleged offence. An adjudicating officer, appointed by the state, would preside on such cases. Anybody unsatisfied with the decision may appeal to the

food safety appellate tribunal. The tribunal enjoys the same powers as a civil court and decides the penalty in case of non-compliance with the provisions of the Act. Thus only the severe cases of unsafe food will go to court. This system will help in the reduction of number of litigations and facilitate quick disposal of cases.

Unlike the Prevention of Food Adulteration Act, a graded penalty structure is proposed based on the severity of offences. The punishment imposed will be a fine for offences like manufacturing, selling, storing, or importing sub-standard or misbranded food. Severe offences of manufacturing, selling, importing unsafe food may be punished with imprisonment along with a fine. However, the penalties for non compliances are very high and this only emphasizes the need for total compliance to the regulations in all respects.

Penalties and Punishment

| | |
|--|--------------------------------------|
| Penalty for substandard food | Rs 5 lacs |
| Penalty for misbranded food | Rs 3 lacs |
| Penalty on misleading advertisement | Rs 10 lacs |
| Food containing extraneous matter | Rs 1 lac |
| Penalty for failure to comply with food safety officer | Rs 2 lacs |
| Penalty for unhygienic processing of food | Rs 1 lacs |
| Punishment for unsafe food | six months to 10 yrs of imprisonment |

Import of food

An additional chapter is expected to be incorporated in the Food Safety & Standards Regulations on food imports. The Authority has uploaded the draft regulations for Food Safety and Standards (Food Import) Regulations, 2011 and comments had been invited for the same. The draft regulations include various chapters on licensing of food imports, their prohibition and regulation, the risk categorization, sampling and analysis and disposal of rejected food products. The imported food clearance process has already been operationalized by the Authority since August-September, 2010 through appointment of Authorized Officers at 14 major ports of entries.

Food Recall

There are some other requirements which have been introduced with the implementation of these regulations. With a view to address the issues of food traceability under the FSSA, 2006, establishment of food recall procedures have been made compulsory and it has been laid down that a recall plan must be submitted where applicable, along with the license application. The nominations are present under the PFA act. The companies will need to file the nominations under the new law to inform the Licensing Authority of the nominees for their establishments.

Way forward

Considering the size of food industry, it will take time to penetrate the new food law and lots of awareness needs to be created by FSSAI authorities. Features such as single window for

licenses and special courts to settle disputes have been welcomed. The companies expect the lead time to settle litigations and implement their expansion plans to decrease drastically if the FSSA policies are implemented. Industry anticipates that stronger implementation, involvement of stakeholders in rule framing, single authority and law, sound scientific standards aligned with international regulations are many of the important benefits

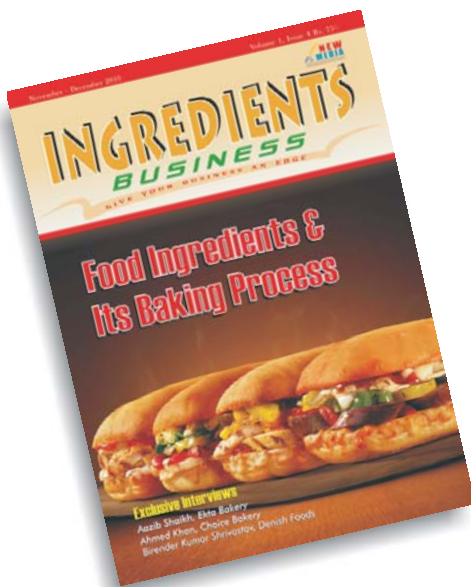
of FSSA implementation. The Indian food industry appreciates the new law and looks forward to its implementation. The most important thing is consumer safety which is prime motto of FSSA. For more details you can log in to <http://www.fssai.gov.in/>.

(You can contact Author on prabodh@maricoindia.net or 9820278746) ■

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