

Grains

November 15, 2011

TREND OF CONFECTIONERY AND BREAD INGREDIENTS**Introduction**

We visited Tomizawa outlet store, which handles ingredients and raw materials for confectionery and bread for many popular bakeries and confectionery stores. In addition to 25 directly-managed stores, Tomizawa, with the history of over 90 years, has enriched catalogue and online shopping. Also, we have investigated the sellers of online shopping, where it is largely supported by housewives.

Strong flour:

Canadian strong flour for bread is very popular.

Crude protein $12.2 \pm 0.3\%$, ash Content $0.45 \pm 0.03\%$.

The ingredient of the flour is 100% 1CW (first-class Canadian flour). It is good for making bread because of its high protein, and its oven spring when baked is the secret behind its popularity among beginners and people who bake bread at home. Since it has a large oven spring, you can enjoy the soft, light texture.

Since it is milled with only one type, there would be a difference in the bread depending on the year of harvest. The evaluation stays steady for strong bread flour because it has all three factors: working property, taste, and flavor.

All purpose flour:

Flour for baguette made with ingredients mainly from the US, Canada, and Australia are getting attention.

For example, the flour for baguette is made from crude protein $11.2 \pm 0.5\%$ and ash content $0.48 \pm 0.04\%$. It is popular for its crisp and slightly sweet outside, and moist, chewy inside.

The owner of Maison Kayser, Eric Kayser is a famous French baker. The premium flour he created with a joint development with Nisshin Seifun is crude protein 11.6% and ash content 0.43%. It is suitable not only for hard bread but also for loaves and sweetened

buns.

Weak Flour:

Weak flour used mainly for cake and confectionery has smaller grains. Ones from the US and Canada are getting attention and its crude protein is $7.0\pm 1.0\%$ and the ash content is $0.40\pm 0.05\%$. It uses organic wheat and its lightness and great texture when used as tempura batter is the reason for its popularity.

Flour from the US is made of crude protein $8.0\pm 0.3\%$ and ash content $0.33\pm 0.01\%$ could be used to bake soft, moist sponge cake. Also from the US, the type with crude protein $7.6\pm 0.5\%$ and ash content $0.39\pm 0.02\%$ is very fine and is used for chiffon cake and sponge cake.

Whole Wheat Flour:



Photo from Kyoudo Shokuhin Center website

The type with crude protein $13.5\pm 1.0\%$ and ash content $1.5\pm 0.2\%$ from Canada is made from graining whole wheat. When it is used in bread, it has a typical fragrance and sourness with some richness. There is a top seller Whole Wheat Bread Flour (907 g) imported from the US. The flour from Guisto's (established in 1940) Vida Grain Series has received both the American USDA's organic certification and JAS organic certification. The Whole Wheat Flour is supported for its high nutrition since it contains wheat bran and embryo buds.

Rye Flour:

Rye flour from France is made of crude protein 11.0% and ash content 1.3%, and the bread made from that flour does not taste too sour. Rye whole-grains from Germany are milled from Helgoland rye, and the bread has a heaviness that is peculiar to a rye bread. Finely ground rye flour matches with wheat flour and it bakes lighter, smoother bread with the taste of rye.

There is also processed rolled barley rye flour from Canada that has a particular chewiness.

There is a type of organic whole grain rye bread from Germany that is popular among



Photo from Rakuten website

people who are concerned about health or loves sports. It is PEMA's Organic Whole Grain Rye Bread. It uses ingredients that are made organically without agricultural chemical and chemical fertilizer. The flour grained before the bread is baked and it uses natural water from that region. It has no added preservatives or additives, but could be preserved for a long time with its original ways of sterilizing. The bread is sliced, and you can eat it by pulling each slice

apart with a knife. It only uses coarsely grounded whole grain rye.

Premix:

Recently, chocolate cake mix is getting popular. It is popular among housewives and working women in their 20s and 30s since the mix uses Belgium chocolate, and could easily make a professional chocolate cake.

Macaron mix that you just need to add in hot water is also popular. Pancake mixes that make not too sweet delicious pancakes have constant sales. Also, the varieties of mixes are increasing. There are crepe mixes, filling cake (plain and chocolate) that tastes like sponge cake or pound cake, cake donut mixes, soft waffle mixes, Belgium waffle mixes, scone mixes, muffin mixes, chiffon cake mixes, blueberry muffin mixes, souffle cake mixes, oven mixes (sponge cake, cookies, and pound cakes), and desert mixes.