

# VOLUMEFIT

PERFECT RISE OF FILLINGS



PERFORMANCE INSIDE



# UP WITH THE LATEST TRENDS

Filled sweet pastries and savoury **snacks to go** are very popular. The reason for the popularity is the consumers' lack of time and the constantly changing eating habits: no matter whether at home or on the go – snacks are a mega trend. Danish pastries and other bakery products in particular have seen a growth in sales.

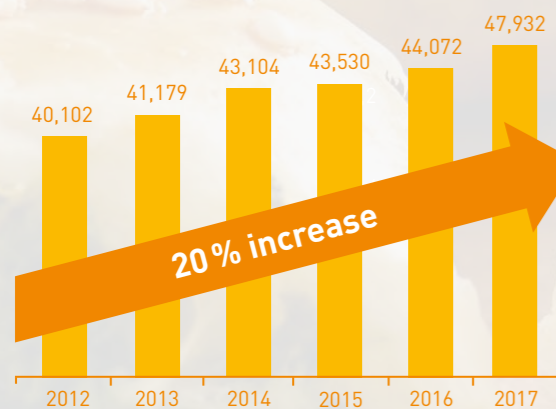
## THE FILLING MAKES THE DIFFERENCE

There are endless variations of bakery products making the snack to go a culinary flavour experience. However, not only the shape of the product makes the difference. The decisive factor for purchasing a pastry is an appetizing filling, whether in stuffed pizza crust or filled pastries. A tasty filling adds value to croissants, strudel, puff pastry and all other bakery products.

Filled bakery products are not only **lucrative** for bakeries. In food retail, products for direct consumption are an important part of business. The **constant growth in sales figures** show an increase of 20% of filled bakery products between 2012 and 2017. Surveys have shown that every other consumer buys a bakery product from the deli counter at least once a week.

To make you **profit from this trend**, we have developed an innovative concept for tasty fillings – tailor-made for the bakery and snack industry as well as frozen foods.

## FILLED BAKERY/PASTRY PRODUCTS 2012-2017 (VOLUME IN TONNES)



DE GfK Consumer panel (CP+) 13,000 households; fresh bakery products; partial market pastries; Germany in total

# FOCUS ON THE CONSUMER

## What do consumers want? Which product features are important to them? Which flavours are preferred?

These and further questions were part of a large-scale **consumer survey\*** carried out by RAPS.

The result: nearly half of the respondents liked pastries with a savoury filling just as much as sweet fillings. Product quality was of utmost importance! Fluffy fillings were definite favourites. This was not only the opinion of 80% of the respondents but also of many RAPS customers: **Fillings with a soufflé character** that provide a fluffy taste experience were the most popular. In short: the mouthfeel is the decisive factor!

Therefore, it is not surprising that almost two thirds of the test persons disliked pastries with little filling and big cavities.

Cavities in bakery products is a familiar and increasingly pressing problem to which RAPS has found the solution. The market research of the GfK (society for consumer research) proves that the **quality of food** products is becoming more and more **important to consumers**.

## "PLEASE ASSESS THE FOLLOWING STATEMENTS."\*

I like fluffy fillings with soufflé character.



I dislike pastries/bakery products with little filling and a big cavity.



Pastries/bakery products should be filled completely, without cavity.



Legend: Agree (dark orange), Partially agree (light orange), Disagree (tan)



\*Representative consumer survey in April 2018 by SPLENDID RESEARCH GmbH (random questioning of 100 test persons)

# DOUGH & FILLING: A COMPLEX INTERPLAY

## PROBLEM:

For years, bakeries and the bakery industry have faced a big challenge: Bakery products, especially the fillings, should remain fresh and appealing for many hours. Flavour and form should be stable. However, the volume of the fillings is difficult to control. During baking, the fillings usually rise with the dough. However, on the cooling they collapse and leave a cavity.

The result: consumers are disappointed just by looking at the product. But also for manufacturers, cavities mean disadvantages:

- Difficulty in slicing
- Premature perishability since excess moisture collects in the cavities and the dough becomes susceptible to bacteria growth
- Shorter shelf life

## THE SOLUTION: VOLUMEFIT

NEW

VOLUMEFIT is a powder form compound which can easily be incorporated into the fillings and which gives a **stable volume without cavities**. The positive side effect: great fluffiness and flaky crispiness.

VOLUMEFIT has a low usage rate of 30 to 50 g per kg and does not influence the flavour of the end product. There are **endless applications in bakery products**, snacks and frozen food – no matter whether fruity-sweet or savoury.

## CONCLUSION:

Appetite grows when food looks nice! Besides the flavour, the visual appearance of food products is one of the most important purchasing criteria. VOLUMEFIT provides an innovative solution against cavities in bakery products and offers a completely new flavour experience to the customer. The list of advantages is even longer – read for yourself!



# ADVANTAGES OF VOLUMEFIT

VOLUMEFIT meets all requirements of functionality and flavour:

## PRODUCTION & STORAGE



- Easy handling
- New possibilities when developing recipes
- Guarantee of success thanks to controlled reaction baking process
- Freeze-stable
- Processing of frozen and fresh bakery products
- Suitable for all types of dough (e.g. puff and short crust pastry or strudel)
- Automatic control of moisture content
- Ensures an even bake
- Longer shelf life
- Less filling needed

## SALES



- No cavities in the products
- Pleasant mouthfeel due to the fluffy filling
- Higher succulence of filling
- Bakery products remain crisp
- Pleasant mouthfeel due to the soufflé character of the filling
- Better "on-the-go" suitability, no filling leaking out
- Appetizing visual appearance, also when cut
- Better sliceability of end product



# SWEET & FRUITY

VOLUMEFIT SWEET is the perfect solution for appetizing filled bakery products – suitable for all types of dough.

## FOR SWEET APPLICATIONS

The powder form compound VOLUMEFIT SWEET is suitable for all types of dough and sweet-fruity fillings, provided they can be injected or dosed, and contain starch, fibres or similar binders. Sugar-based sauces such as jam or chocolate sauce are not suitable.

VOLUMEFIT SWEET simply has to be incorporated into the filling and provides a **stable volume** and – as a side effect – a very **pleasant mouthfeel**. It passed tests in medium-sized bakeries and franchise chains with flying colours!

### VIRTUALLY UNLIMITED APPLICATIONS – EXAMPLES:

#### Products:

Danish pastries, croissants, puff pastry, strudel

#### Fillings:

Curd cheese, nut filling, fruit filling



### PRODUCT CHARACTERISTICS

#### Product name

VOLUMEFIT SWEET

#### Item

1708282-002

#### Packaging

10 kg bag

#### Ingredients / components

Chicken egg white powder, baking agent: sodium carbonate (E 500), acidifier: citric acid (E 330), spice extract

#### Trade description

Preparation for fillings



# SAVOURY

No matter whether with cheese, spinach or pizza flavour: VOLUMEFIT SAVOURY provides savoury fillings with a soufflé character.

## IDEAL FOR SAVOURY FILLINGS

VOLUMEFIT SAVOURY provides a stable volume for all types of fillings. Fillings suitable for injection or dosing can be processed without problems up to a particle size of 3 mm. For bigger particle sizes, application tests have to be carried out in advance.

**TIP:** We recommend the wide range of our **FRESH LINE** for development of new recipes. This portfolio includes herb preparations for cream cheese or seasoned compounds with fruit and vegetable pieces for a fresh and **individual character**.

### VIRTUALLY UNLIMITED APPLICATIONS – EXAMPLES:

#### Products:

Croissants, savoury pastries, puff pastry, filled pasta, strudel

#### Fillings:

Cream cheese filling, pizza filling, tomato filling



### PRODUCT CHARACTERISTICS

#### Product name

VOLUMEFIT SAVOURY

#### Item

1706585-002

#### Packaging

10 kg bag

#### Ingredients / components

Chicken egg white powder, baking agent: sodium carbonate (E 500), spice extract

#### Trade description

Preparation for fillings



## RELY ON A COMPETENT PARTNER

### 90 YEARS OF EXPERIENCE

RAPS stands for customer proximity, raw material competence and technological expertise. We advance our technologies constantly to provide you, our customers, with best solutions.

### INNOVATION IS OUR DRIVING FORCE

Our experts are inspired by all current trends to develop modern products. Take advantage of our experience and stay ahead of the competition.

### TECHNOLOGY AT THE HIGHEST LEVEL

Approved manufacturing procedures enable us to exceed all your expectations regarding product development and service.

### ALL-ROUND SUPPORT

Everything from one source: development and production of customized fillings and sauces as well as packaging according to your wishes – RAPS is always at your service.

CONTACT US NOW!  
WE WILL GLADLY ADVISE YOU!

Hotline:

+49 9221 807 383

[www.raps.com](http://www.raps.com) · [info@raps.com](mailto:info@raps.com)

RAPS GmbH & Co. KG · Adalbert-Raps-Straße 1 · D-95326 Kulmbach