

Smarter, fresher

Building on a history of over 150 years, Delavau today is a leading supplier of food, pharmaceutical, and nutritional technologies to major nutraceutical, pharmaceutical, and food brands. The US-based company recently branded its food business unit independently as “Delavau Food Partners,” and launched new clean label, freshness, and fortification solutions for foodservice and food manufacturing companies. “It was important to update our food business with a brand of its own that better represents our industry focus,” says Jeff Billig, Vice President and General Manager of Delavau Food Partners. He also highlights Delavau’s expertise in the enrichment of baked goods with calcium.

Delavau serves both the food and the pharmaceutical industry with a range of solutions built on its extensive expertise in the areas of calcium, granulation and tableting, as Mr. Billig explains. The new Food Partners business was also born out of this expertise, with the aim of making it easy and cost-effective for commercial and industrial bakeries to enrich their baked goods and confectionary with calcium. This particular market, Mr. Billig admits, is still in its infancy. “Freshness solutions represent the bulk of our business, which is understandable considering that it’s very clear to bakeries that these solutions produce efficiency and cost savings. While the understanding of the health benefits of calcium fortification are widespread, the desire to add calcium to bakery products remains a growth market, particularly when considering the on-going trend to enhance every day food products with functional ingredients such as protein. Calcium isn’t talked about as much today as protein and fiber, but we believe with the right technology it can be easily and cost effectively incorporated in to bakery.” Mr. Billig might have a point there: in the US alone, more than 75% of people are calcium deficient, resulting in all manners of serious health problems. Acknowledging the growth opportunities in this market, Delavau has now branded its food business independently. The

company has additionally introduced its most recent freshness and fortification technologies, Encore™ and Accent™. “Encore is an approach to freshness technology, through which we’re able to provide both turnkey and custom solutions for extending the shelf life and eating experience of fresh and packaged foods by optimising the use level of functional ingredients,” Mr. Billig explains. “With Encore, brands are able to extend the shelf life without compromising the eating experience. This approach applies to shelf stable and fresh baked goods in both the bread and sweet good categories.” In addition to improving eating experiences with Encore, Delavau has

been improving the nutrition of foods, including chocolate, with its Accent fortification platform. “Our patented calcium fortification technology allows formulators to incorporate good, excellent, and glass-of-milk levels of calcium into bakery and confectionery applications. In confectionery, the incorporation of the calcium into the chocolate coating or compound coating creates much needed room within a nutritional bar, allowing for the addition of more fiber or protein. For active nutrition and snack bars in particular, it’s a fantastic way to bolster needed nutrients without interfering with the sensory experience.”



Delavau Food Partners
10101 Roosevelt Boulevard
Philadelphia, PA 19154
USA
Website: www.delavaufood.com

