

# BAKE & SNACK

IDEAS FOR THE BAKERY INDUSTRY



PERFORMANCE INSIDE

**MATES**

**MATES FOOD INDONESIA**

Your Trusted Friend for Food Ingredients and Products

PT. Mates Prima Jaya  
Komplek Ruko Cempaka Mas Blok D no.2  
Jl. Letjen Suprpto - Jakarta 10640, Indonesia

info@matesfood.com  
+62 21 42884548  
www.matesfood.com

# YOUR COMPETENT PARTNER

## **Our world is a world of great flavour.**

RAPS has been an ingredient specialist for more than 95 years, supplying best flavour, highly innovative products and customer-specific solutions. Thanks to trend-setting technologies, the spice trading business that Adalbert Raps founded in 1924 in Hamburg, is now an internationally operating family business. Customers from the food industry, retail butchery, restaurants and

catering rely on our comprehensive service, high quality raw materials and products, as well as our technological experience in Germany and around the world. In order to give you a headstart in the business, we develop tailor-made products and flavour concepts with perfect functionality for the food trends of tomorrow – practical, time-saving and benefit-oriented!

## **APPLICATIONS FOR RAPS PRODUCTS:**



**MEAT AND SAUSAGE  
PRODUCTS**



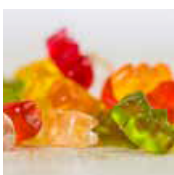
**DAIRY PRODUCTS**



**FISH AND DELICATESSEN**



**BAKERY PRODUCTS**



**SWEETS AND  
CONFECTIONERY**

## **RAPS' SOLUTIONS FOR BAKERY PRODUCTS:**

### **LIQUID SOLUTIONS**

RAPS prides itself at keeping at pace with trends and creating new innovations in flavour and function to develop marinades, sauces, pastes, pesto, fillings, toppings, etc., which are easy-to-use and deliver on flavour.

### **FUNCTIONAL SOLUTIONS**

Thanks to our specially developed production procedures such as micro-encapsulation, supercritical extraction and CPF technology, RAPS has become a leader in food ingredients innovation.

### **DRY SPICES AND SEASONING BLENDS**

We process more than 1,700 raw materials and produce dry spices and seasoning blends in seven European production sites.



# COMPETENCE & QUALITY “TO GO”

The wide range of innovative solutions and products from RAPS provides new ideas and solutions for the bakery industry. Expand your product range and offer even more variety.

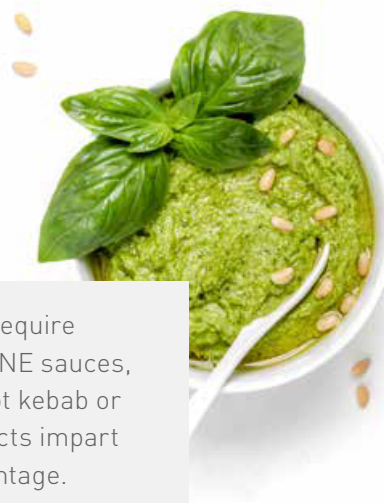
## AMBIENT FOOD – UNCOOLED SNACKS

Our ambient liquid products are designed for easy handling and longer shelf-life and ideal for enhancing your product, e. g. as a topping or in the dough. Our tasty spreadable sandwich sauces are particularly convenient as they can be added quickly and hygienically from a practical dosage bottle.



## FRESH LINE – CHILLED FLAVOUR

Wraps, baguette, pastry, etc.: Refine bakery products which require refrigeration with our freeze, thaw and bake stable FRESH LINE sauces, pastes, spreads and fillings. Whether fruity ketchup, spicy-hot kebab or savoury creamy tarte flambée sauce, RAPS' fresh line products impart a natural and authentic flavour and provide the decisive advantage.





## SINGLE SPICES, HERBS & SEASONING BLENDS

Spices are essential ingredients for flavouring bakery products. RAPS' product range includes exquisite single spices and fine herbs, high quality and perfectly balanced seasoning blends, as well as unusual raw materials such as ground spinach. Chilli threads, cornflowers and the like, provide decorative visual appeal.



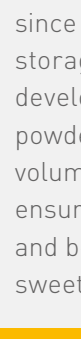
## COATING – MICRO-ENCAPSULATED PRODUCTS



Our micro-encapsulation technology enables a homogeneous coating of dry ingredients to protect them from temperature fluctuations, humidity and oxygen. For example coated garlic is recommended to protect bakery products against enzymatic reactions. Other coated ingredients (e.g. baking agents or sorbic acid) are used for a controlled release of raising agents. Amongst other effects, they ensure a longer shelf-life and storage stability. Coated salt provides a non-homogeneous salt distribution in the dough, thus enabling a real salt reduction but consistent flavour. Pretzel salts and sugar are coated to protect them against humidity and give a better surface adhesion.

### ADVANTAGES

- **Controlled release**
- **Protection against humidity and oxidation**
- **Better stability of flavour and colour**
- **Optimization of production processes**
- **Improved heat stability**



Cavities in filled bakery products are undesired since they affect visual appearance and flavour, storage stability and shelf-life. VOLUME FIT, developed by RAPS, is an easy-to-handle powder form compound which enables a stable volume of fillings without cavities. VOLUME FIT ensures great fluffiness, long flaky crispiness and better visual appearance of savoury and sweet bakery products.

## VOLUME FIT – NO MORE CAVITIES IN FILLED BAKERY PRODUCTS



# BAKERY PRODUCTS – A CHANGING INDUSTRY

The bakery industry is experiencing a change: Whilst the demand for traditional bakery products decreases, convenience products and on-the-go snacks, become more and more popular. High quality products and variety are still vital. RAPS

is a competent partner for the bakery industry and constantly offers new versatile products and solutions for different production methods. They ensure best flavour, functionality and high quality at a reasonable sales prices.

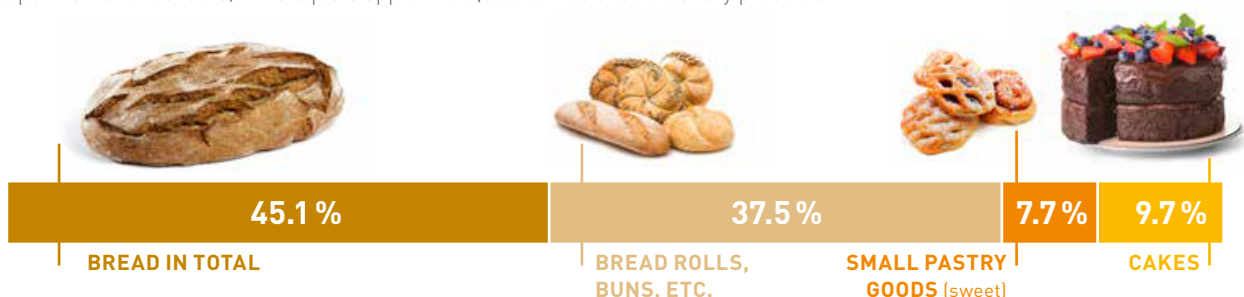
## STRUCTURAL CHANGE OF THE MARKET FOR BREAD AND BAKERY PRODUCTS

DEMAND	SUPPLY	CONSEQUENCES
The demand for traditional bakery products decreases.	Less traditional bakeries.	The bakery industry is experiencing a change.  A concentration on the level of the bakery shops takes place.  Traditional bakeries have to define themselves anew.
Convenience products and snacks (food service) gain importance.	Differentiation of the business (chain stores, food retail, system catering, baking stations, specialization, frozen bakery products).	
Customers appreciate "one stop" shopping.	The market share of food retail and bakery shops placed in front of the supermarket checkout is growing.	
The customers demand high quality but are price-sensitive at the same time.	Increase in competition and concentration.	
Customers want variety and tend to spontaneous snacks in between.	The product ranges become more varied and diversified. The percentage of semi-finished and frozen bakery products as well as snacks increases.	

Source: IFH Köln

## EXPENSES FOR BAKERY PRODUCTS FROM JUNE 2018 TO MAY 2019: 4.33 BILLION EUROS

Turnover of all bakeries within 12 months (traditional bakeries, self-service bakeries, bakery counters in front of supermarket checkouts). This equals approx. 816,000 tonnes of sold bakery products.



Source: GfK Consumer Panel Fresh Food

## OUR SERVICE TO YOU

- Individual and personal customer service
- Supported by the Food Regulatory Department
- Product presentation and application advice
- Professional support by technical food consultants
- Certified according to international standards
- Standardized, high product safety
- Internal Research & Development
- Laboratory for quality management

GET IN TOUCH.  
WE WILL BE PLEASED TO ADVISE YOU!

Hotline:

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