



PRESS RELEASE

FLOURpower RESEARCH PROJECT STARTED

Brussels 26 February 2014

AIBI – the International Association of Plant Bakers – is very pleased to announce the start of the three years FP7 Research project FLOURpower with an EU contribution of 1,3 Mio Euro. The project started in February 2014 and will deliver its final results in January 2017.

What can craft bakers, plant bakers and flour millers expect from this research? The main project objective and vision behind FLOURpower is to exploit the full baking potential of every kilogram of flour in the baking process. The bakery production process can be fully adapted to the varying natural flour properties in real time and in a simple way. This leads to an improved, more constant bread quality. This will further enhance consumer satisfaction while at the same time help reducing food losses.

In order to realise this vision, the project team will be working on:

- Evaluating existing flour analysis methods from a baker's point of view and further developing emerging ones.
- Exploring possibilities of adaption of fermentation conditions based on flour properties;
- Developing an improved understanding of bread sensory perception and its practical implications for the bakers;
- Analysing the relationship between the flour properties, fermentation conditions, bread properties and consumer perception with advanced data mining tools;
- Implementing easy-to-use correlation models that will allow bakers to react to natural quality variations of flour;
- The experimental work will focus on white bread as a product consumed throughout Europe.

The project consortium consists of nine partners with AIBI, VDG (Germany), Asemac (Spain), FEB (France) as bakery associations, Optibake AB, Backhaus Häussler GmbH & Co KG as SME companies and

the research partners are ttz Bremerhaven, University of Cork and University of Bremen.

The project will be performed for the benefit of Europe's bakers, especially small and medium sized businesses. Companies from the bakers and millers side are invited to contribute to the project with their knowledge and experience.

Please do not hesitate to contact AIBI or ttz Bremerhaven for further information:

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About AIBI

AIBI (Association Internationale de la Boulangerie Industrielle) is the major European association of plant bakeries. AIBI is formed of 17 national plant bakeries associations including Russia, Turkey and Ukraine and representing more than 2100 plant bakeries. It represents the interests of its member vis-à-vis the European institutions in Brussels and beyond.

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