

Efficient deep-frying, optimised quality
Ingredients for industrial potato processing

Maxfry[®]
advanced food ingredient.

The ingredients for your success

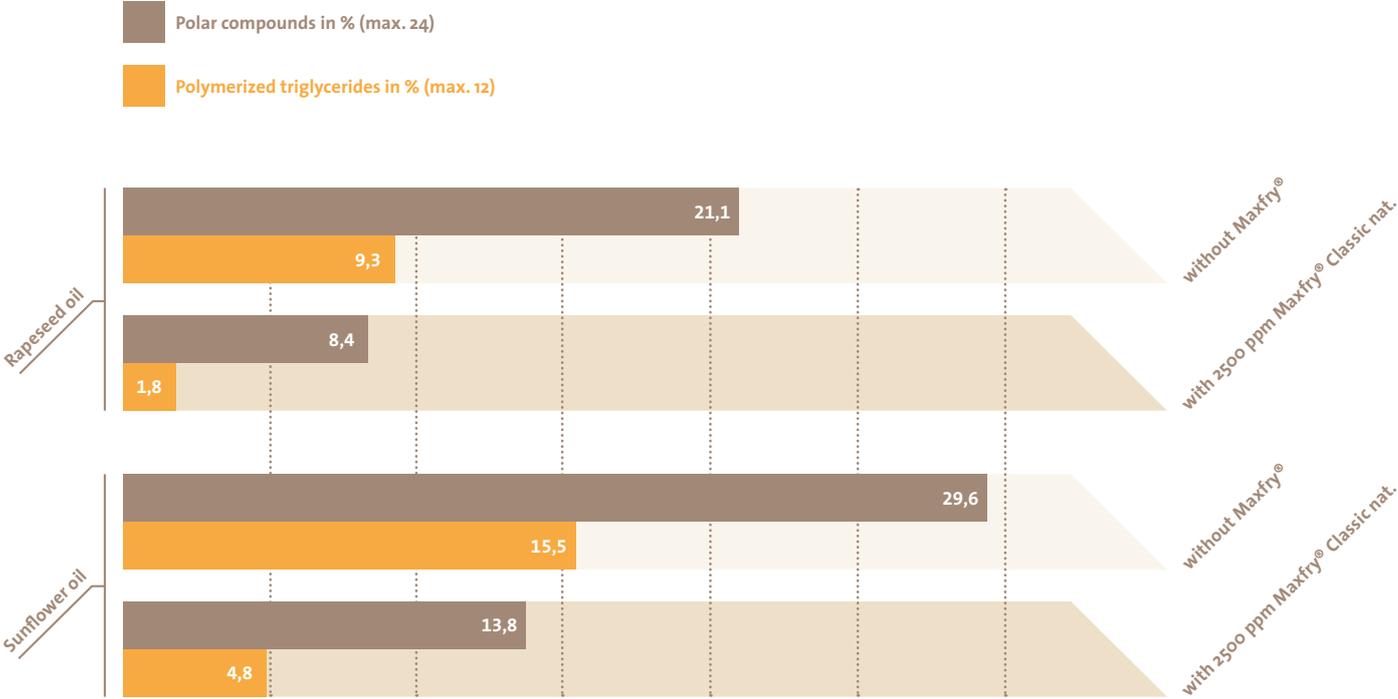
Deep-fried foods are experiencing a steady growth in popularity with consumers. The latest technological and scientific developments and the general trend towards standardised high quality place stringent demands on all the materials used in production. Maxfry® GmbH has been committed to meeting these demands since its foundation in 2002.

Ever since then, Maxfry® has been engaged in optimising the technological attributes of vegetable oils and fats. Here, the main focus is on improving the thermo-oxidative stability of deep-frying vegetable oils and fats. For this purpose we develop, produce and distribute highly effective vegetable antioxidants.

In all our activities we are well aware of our great responsibility as suppliers to the food industry. The careful selection of our raw materials and suppliers, as well as the highest standards of quality control are a matter of course for us. Maxfry® GmbH holds a higher-level IFS (International Food Standard) certificate. Without exception, all our products have also been classified as kosher and halal.



Effective performance



Effectiveness of Maxfry® Classic nat.: heat stability test (50 g; 16 h at 175 °C)

Our excellent consultation service

We offer comprehensive consultation to complement our range of goods and services. In addition to the topics of vegetable oils and fats, we also advise on customised fat systems for specific applications, as well as on fat analysis, process optimisation and quality assurance.

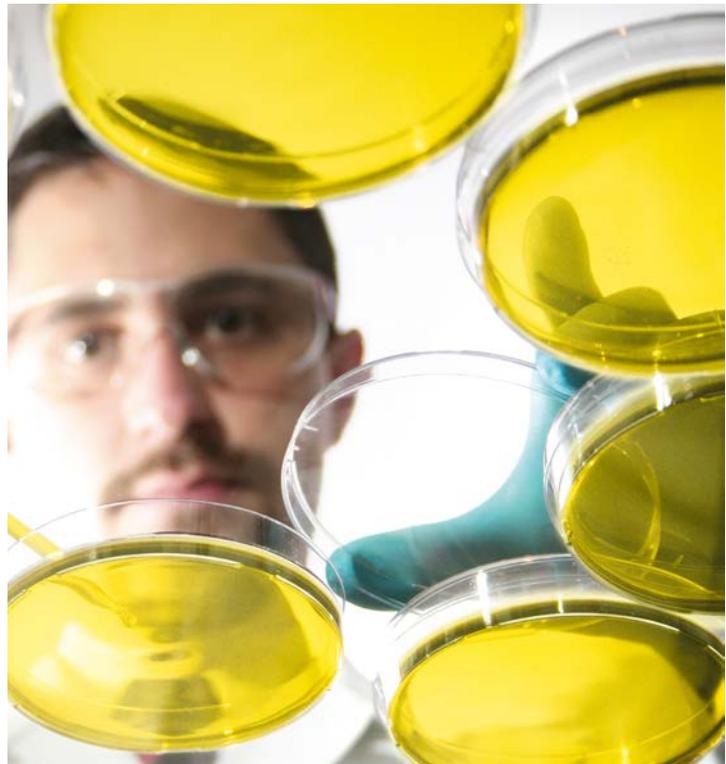


Custom-made recipes for better performance

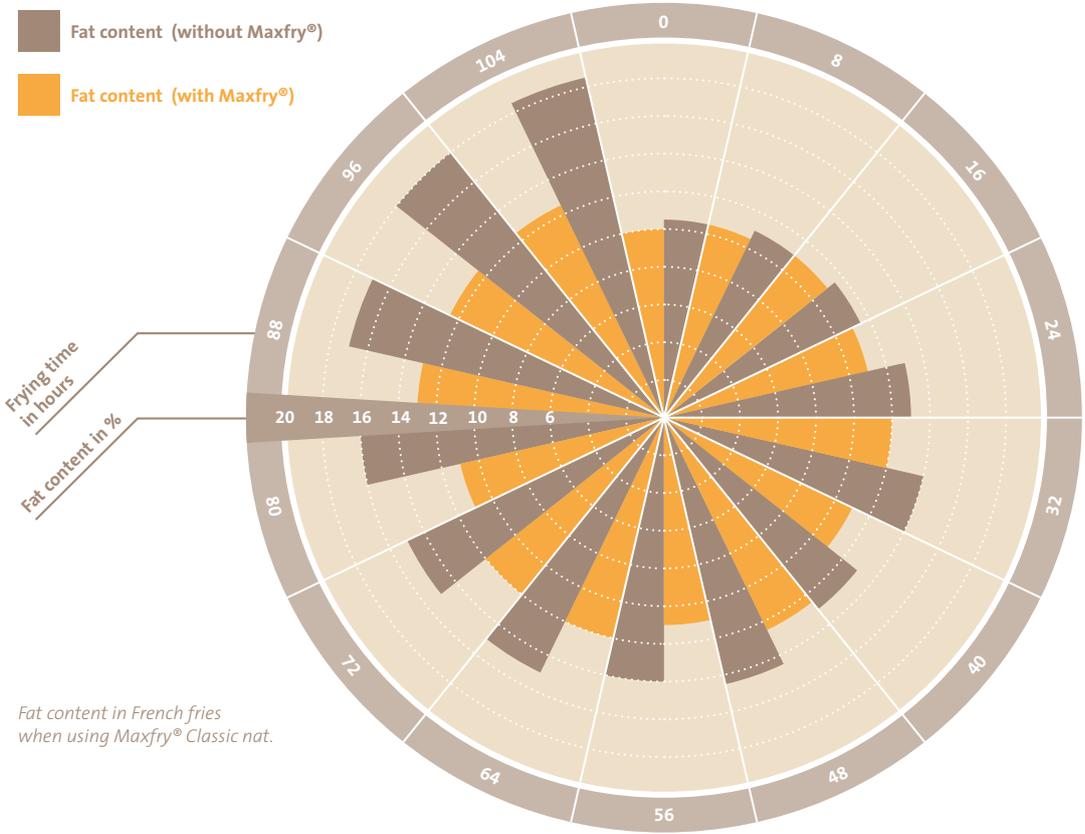


Two mechanisms are responsible for the chemical and physical changes that occur in deep-frying oil: oxidation and polymerisation. The further these reactions are allowed to go, the more the performance and quality of the oil deteriorates.

For the optimal fulfilment of the stringent demands placed on standardised convenience food production, it is therefore necessary to control these two mechanisms. Maxfry® oil ingredients are complex compounds. In contrast to most other vegetable or synthetic products on the market, they contain ingredients which counteract both degradation reactions in a comprehensive and highly effective way. Through the effects of synergy, the components used in the Maxfry® compound system develop a much higher degree of efficiency compared to the conventional, isolated use of each ingredient. Our products also contain additional ingredients which completely eliminate the performance deficiencies of fresh virgin oil and thus ensure excellent results right from the start.



Less fatty

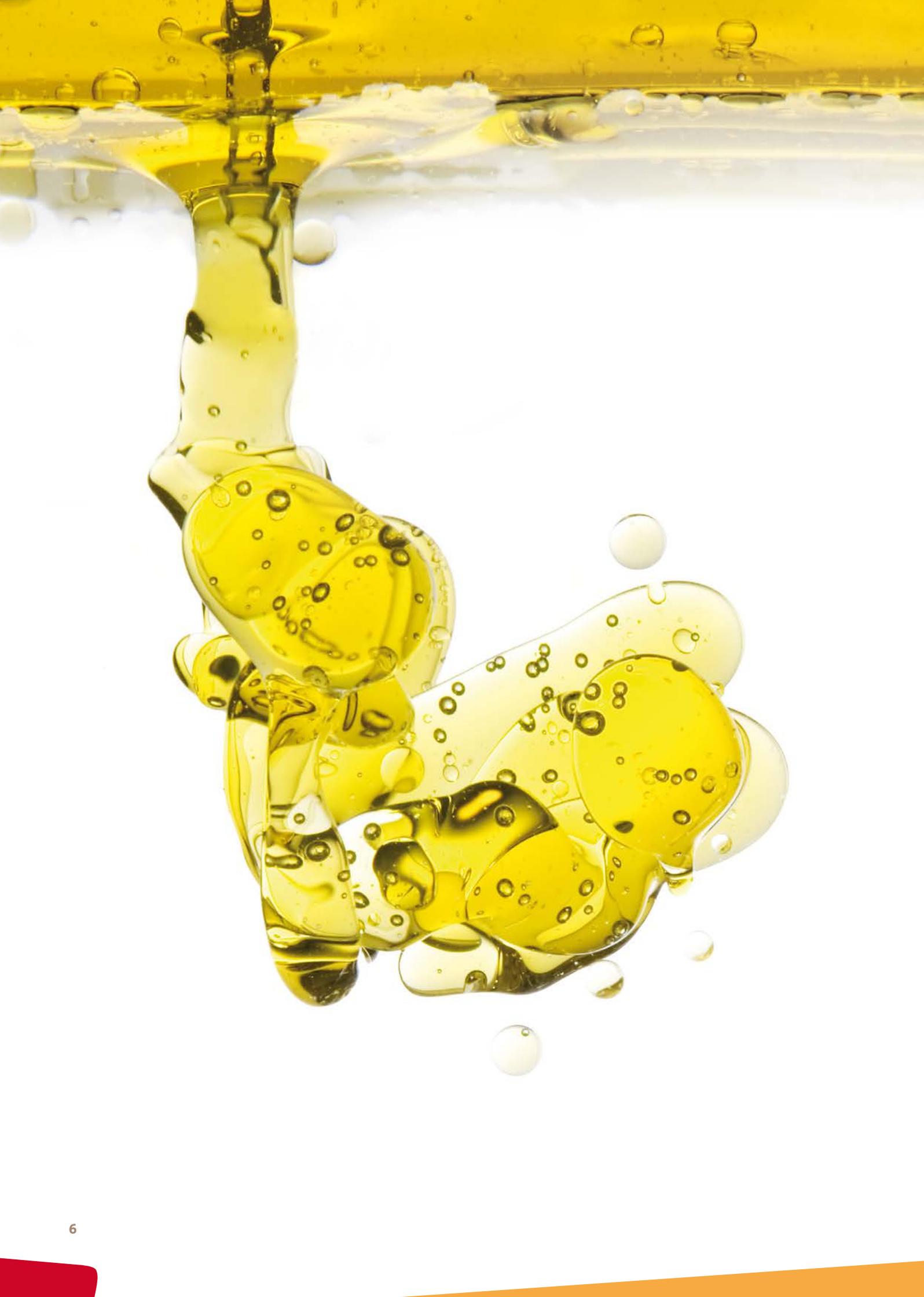


A good example of stability

The composition of Maxfry® Classic nat. is optimally adapted to the requirements of making industrial pre-fried potato products. It gives the frying oil extremely high heat and oxidation stability, ensures consistently good frying results over its entire service life and improves the storage stability of the products.

Maxfry® Classic nat. is purely plant-based, free of allergens and contains absolutely no synthetic antioxidants or genetically modified ingredients.

You will find more ingredients for industrial potato processing on our website: www.maxfry.de.



Many additional benefits

The thermal and oxidative stabilisation of deep-frying oil with Maxfry® ingredients offers numerous and extensive advantages for the industrial production of pre-fried potato products.

Firstly, using Maxfry® ingredients leads to a considerable increase in the available choice of suitable oil products. Secondly, oil products which have a high nutritional value but are less stable by nature can be used without any problems, since they can be stabilised with Maxfry® ingredients. This can bring about considerable cost advantages in raw material procurement, especially since the oil which is not absorbed by the product can remain longer in the production process without having a negative effect on product quality. Oil which has been stabilised thermally and oxidatively also reduces the risk of off-flavour batches and improves the end product's storage stability. Thus, product quality becomes more consistent and reliable.

Finally, with a frying oil stabilised with Maxfry® ingredients, your equipment will show considerably less residues and soiling, which largely consist of polymerised frying oil. This will reduce the time spent on cleaning.



More knowledge means added value!

Sounds interesting? It most certainly is! Please contact us to benefit from the advantages of Maxfry® ingredients for industrial potato processing: info@maxfry.de or +49 (0) 2331-39 69 71 0. **We look forward to receiving your enquiry!**

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