

HOCHDORF Group Press Release: FiE Preview Frankfurt 2017

HOCHDORF presents a new quality standard for oils

Hochdorf, 14 November 2017 – The HOCHDORF-Group is presenting two important new developments at the FiE: a new quality standard for oils and a diverse Kids' Food product range. Dairy Ingredients are also presenting their high-quality roller-dried full milk powder, the Swiss standard for fine milk chocolate.

We love taste! With this guiding principle, Marbacher Ölmühle GmbH set itself the task of analysing its high-quality cold-pressed oils more precisely. The result is a new quality standard for oils.

Radar charts show the oil taste properties

Two factors are key in producing high-quality oil: the excellent quality of the raw materials and a gentle pressing process. At Marbacher Ölmühle GmbH we place great value on each of these aspects. Carefully selected raw materials and gentle cold pressing ensure that the complex natural flavours pass from the seed to the oil. This guarantees that each oil retains its own specific flavour diversity. We have worked with flavour experts to quantify this great variety and to map the key taste components in radar charts. Each oil has its own profile, which clearly shows the individual taste and the sensory features.

A wide product range for healthy children's snacks

Our children eat too much sugar, salt and fat and not enough minerals, natural vitamins and fibre. As a result, over 41 million children between the ages of two and five suffer from the effects of obesity worldwide. Our Kids' Food product range can help to reverse this trend. We have supplemented our range of traditional products, including children's crisps made from whole-grain, rice and corn, with healthy fruit and vegetable products. Our cereal products now also meet organic and baby food standards.

Our crispy fruit and vegetable chips with a long shelf-life are dried in a gentle process. This helps to retain their valuable vitamins, nutrients and unique taste. Our chip varieties include apple, pineapple, mango and blueberry, as well as tomato, beetroot and carrot. The fruits and vegetables are available in organic and traditional quality. All products in the HOCHDORF Kids' Food range are free from added sugar, salt, synthetic flavouring or preservatives.

Roller-dried full milk powder for the finest milk chocolate

Dried milk products are HOCHDORF Swiss Nutrition Ltd's core business. The company is a leader in the production of high-quality roller-dried full milk powder for the chocolate industry. HOCHDORF has joined Ostmilch Handels GmbH to set up an international sales and procurement network.

Proteins from milk and plants

In recent years there has been a global increase in demand for products with a high protein content. The HOCHDORF Group produces milk and plant-based ingredients. These include high-quality milk and whey protein powders, plus various seed flours. Some of our seed flours have a protein content of up to 60%. The protein range also includes our VIOGERM® wheat germ high-protein crisps.

[Link to the media box with product images and a radar chart diagram for a high oleic sunflower oil](#)

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About the HOCHDORF Group

The HOCHDORF Group, based in Hochdorf, is one of the leading foodstuff companies in Switzerland, employing 680 staff as of 30.06.2017. Made from natural ingredients such as milk, wheat germ and oil seeds, HOCHDORF products have been contributing to our health and wellbeing since 1895 – from babies to senior citizens. Its customers include the food industry and the wholesale and retail sectors. Its products are sold in around 90 countries.

About HOCHDORF Swiss Nutrition Ltd: Dairy Ingredients

The Dairy Ingredients division has been processing milk since 1895. Today its expertise lies in the gentle concentration and drying of milk and whey. With state-of-the-art technologies and reliable quality management, the division produces high-quality milk and whey derivatives.

About Uckermärker Milch GmbH

Uckermärker Milch GmbH was founded in 1889. The company now processes up to 1,000,000 kg of milk into butter and various dried milk products each day. The company has a staff of 150 and is one of the largest employers in Prenzlau, Germany. The products made at the plant are sold both on the domestic and international markets.

About Ostmilch Handels GmbH

Ostmilch Handels GmbH is an international company trading in milk products. The company was founded in 1991 and operates in the areas of trade, logistics and warehousing. Ostmilch Handels GmbH is one of the leading companies in Germany trading in butter and milk powder for the food industry and retail market.

About HOCHDORF Swiss Nutrition Ltd: Cereals & Ingredients

The Cereals & Ingredients division is leading the way in the research, processing and marketing of natural, nutritious wheat germ. The high-quality VIOGERM® wheat germ products contain active ingredients that improve the nutrition, taste and crisp texture of many food products.

About Marbacher Ölmühle GmbH

Marbacher Ölmühle GmbH was founded in 1899. It produces oil and other by-products from wheat germ, rapeseed, sunflowers and nuts in its 3000m² purpose-built plant. The company is a leading producer of organic quality products and employs 15 people.

About Zifru Trockenprodukte GmbH

Founded in 1997, Zifru Trockenprodukte GmbH specialises in developing and producing healthy, long-life fruit and vegetable products. The fruit and vegetable pieces are dried using state-of-the-art microwave vacuum technology. The drying plant is one of the largest of its kind in the world. The gentle drying technology ensures that the valuable and healthy components of the fruit and vegetables are retained.