

## Why there is no conflict between wheat and going gluten free



KRÖNER-STÄRKE, a leading European clean-label starch specialist, has declared that there does not have to be a conflict between going gluten-free and still being able to enjoy the excellent taste and functional properties that wheat has to offer. Thanks to the high quality raw materials which the company has specially developed for food processing companies, it is possible to produce gluten-free bakery products, sauces, batters and coatings using 100 % naturally produced wheat starches with the gluten content washed out.

For those companies wishing to increase their market share in the food sector, a competitive edge can be created by adding gluten-free products to their ranges - especially if they are produced to clean-label standards.

### Seize opportunities in the growth market

KRÖNER-STÄRKE's gluten-free native wheat starch, SANOSTAR, is an ideal way of maximizing opportunities in the buoyant European bakery sector. This starch is produced without adding any enzymes or process aids and the gluten is washed out using 100 % pure untreated spring water from the firm's own spring.

In bakery products such as cakes and biscuits, SANOSTAR offers perfect sensory and functional properties which create a final product of very high quality. In comparison with corn and tapioca starches, gluten-free wheat starches offer better baking properties combined with a superior taste experience more akin to traditional recipes.

SANOSTAR is a truly versatile functional ingredient. It is not only a great replacement for traditional baking ingredients, but also works as an excellent gluten-free binding agent for sauces such as béarnaise or béchamel – making it ideal for use in applications such as ready-meals or ready-made sauces supplied in jars or cartons. In addition, it can be used as a raw material for the production of gluten-free batters or coatings which is perfect for creating a gluten-free range of popular products such as schnitzels, chicken nuggets or fish fingers.

### Excellent viscosity and texture control

It is also important to be able to create gluten-free wheat based products that have excellent texture plus the ability to stay fresher for longer. SANOGEL, one of KRÖNER-STÄRKE's cold swelling pre-gelatinized starches, has been developed with this exact purpose in mind. It provides bakers with excellent viscosity and texture control as well as helping with the stabilization

of dough. An added benefit with this type of starch is its ability to increase water absorption and dough hydration which then goes on to improve the shelf life of the baked goods. As clean-label ingredients, gluten-free starches such as SANOSTAR and SANOGEL help keep labelling simple. Both can be declared as gluten-free wheat starches and are completely suitable for people intolerant to gluten (coeliac disease).

KRÖNER-STÄRKE believes that the convenience market for gluten-free is going to be on an upward trajectory if the forecast given by Euromonitor is proven accurate. From a gluten-free retail market worth € 1.4 billion in 2011, it is expected to grow to € 3.9 billion by 2020. In response to this expected growth, the company has also developed a range of gluten-free pre-mixes for making bread and cake products as well as offering complete mixes for gluten-free batter. The firm is able to deliver pre-gelatinized rice or corn flour for special diets which helps achieve better water binding properties for cakes or baked pastry cases designed for those seeking alternative raw materials because of declaration difficulties.

KRÖNER-STÄRKE started producing for the gluten-free market in 1984. Other wheat-free alternatives currently available include pre-gelatinized corn starches used for added freshness and fat content reduction in fillings, and a tapioca starch ideal for application in red fruit jelly.

## Background information

KRÖNER-STÄRKE specializes in the production of wheat and starch products for the food industry. It was established by Hermann Kröner, a businessman and trained millwright, in Ibbenbüren, Bocketal, Germany in 1900 and is still run by the Kröner family today.

For generations, the company has made food products harnessing the power of nature and working alongside nature in an environmentally-friendly way. Flours without any chemical additives and untreated, fresh spring water from its own well are the basis of KRÖNER-PRODUCTS. Based on clean label requirements, KRÖNER-STÄRKE produces high quality products without the use of micro-biocides. Meeting the highest food hygiene and product safety requirements, the company's premises provide ideal conditions for the production of specialty dietary products (e.g. baby food, geriatric food, gluten-free products) and functional clean label starches for different food applications.

KRÖNER-STÄRKE develops bespoke solutions to suit individual needs across a wide range of foods including processed meats, soups and sauces, baked goods and battered products, and has a reputation for technical excellence in new product development.

## Further information and contact

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