



FORTISA NEWS

Editorial



Dear customers
and partners

Biodiversity means «variety of life». All of us have our intrinsic interest in keeping the biodiversity in our various living areas as high as possible. As enterprises, specific demands are made of us, as it is a question of getting the aspects of profitability and sustainability into line with one another.

With Fortisa, the subject of sustainability enjoys high priority. We are permanently involved in optimising production technique to improve energy efficiency and to be gentle on resources. We also consider this subject in the purchasing of raw materials (e.g. flour from 100 % IP Suisse production, domestic rapeseed oil). Active membership of the corresponding associations, federations and interest groups is a matter of course for us.

From the variety of life to the variety of products: after extensive developments and tests, we have for the first time succeeded in producing genuine hamburgers industrially from 100 % whole grain. More about this in the following article.

I wish you much pleasure in reading and a good summer!

Yours,
Ulrich von Känel, General Manager



Innovations made by Fortisa:

Europe's first genuine whole grain hamburger comes from Zuchwil



Consumers have clear expectations of the hamburger buns they like best – they have to be light and fluffy, sturdy and firm to the bite. Until recently, it was scarcely possible to solve the technical problem of meeting these requirements using 100% whole-grain flour in industrial production of buns.

Together with the food specialists at the Swiss think tank, Veripan AG, Fortisa AG has been the first to succeed in producing buns and bread rolls industrially from whole-grain flour in perfect quality. The big challenge was the fact that whole-grain flour is not suitable for use in industrial production in the conventional manner.

100% hamburger/100% whole grain
Grain producers, food engineers and, of course, Fortisa's bakers were all involved in the development of this groundbreaking product innovation. The test phase has been running for nine months, and

everyone involved is pleased with the result. Fortisa is now producing whole-grain buns with true hamburger quality – out-standing taste, with valuable ingredients.

Whole-grain is a trend

«On the one hand the technical challenge tempted us, but the opportunity of product expansion into the whole-grain range did too», said Ulrich von Känel, general manager of Fortisa AG.

These buns and bread rolls made of 100% whole grain are available now!