The Real Bread Campaign’s mission is finding and sharing ways of making bread better for us, better for our communities and better for the planet. When we learn of activity, research or a marketing claim in line with these aims, we want to know more to discover if it’s something we should champion, disregard or challenge.

On 5 January 2023, the UK and Ireland division of the global additives and ingredients company AB Mauri announced that it had launched [a range of mixes called Pure ProGrains](https://www.purecraft-abmauri.com/pure-prograins). On its Pure Craft microsite, the company that the mixes are: ‘specially designed to make it simple for craft and medium size bakeries to produce healthier breads.’ The company reinforces this claim, stating that the mixes: ‘deliver several significant health and nutritional benefits.’

As an aside, having boasted that the mixes ‘taste fantastic’, the company specifically claims that the Protein Powered Bread Mix is ‘a delicious blend of pulses and legumes’ Strangely, it then contradicts this in the same paragraph by stating: ‘each ingredient has been carefully selected for their neutral flavour profile.’

‘can be promoted on-pack as ‘Good For Your Gut’. ‘

‘the perfect choice for consumers looking to improve both their dietary and digestive health’

‘But the benefits don’t end there. This tasty mix is perfectly positioned to capitalise on the ever-increasing move to plant-based and alternative protein foods, that’s been driven not only by a combination of health and wellbeing factors, but also by an increased awareness of our wider ecological impact.’

On 13 January, we wrote to AB Mauri using the contact email address published on the company’s Pure Craft website. We followed this up on. On 31 January, we received an email, apologising for the delay ‘I can confirm we have received your email and it has been passed to relevant department to respond. They are just confirming a few elements and will respond in due course to your questions.’

XXX weeks later, the product information sheets still have not been published.

Dear Davis and Thomas,

A number of bakers have raised concerns with the Real Bread Campaign about claims that AB Mauri makes, and apparently encourages bakers owners to make, about its Pure ProGrains range.

On your website, you state that: “Pure ProGrains™ is a new range of bread mixes from AB Mauri that have been specially designed to make it simple for craft and medium size bakeries to produce healthier breads. The four new mixes that comprise the Pure ProGrains™ offering not only taste fantastic – they also deliver several significant health and nutritional benefits.”

Please advise what these significant health and nutritional benefits are and that each of the claims you make (and suggest/encourage bakers to make) appear on the Great Britain nutrition and health claims register (GB NHC Register).

You state that products made using BARLEYmax High Fibre Bread Mix “can be promoted on-pack as ‘Good For Your Gut’” by bakers. What guidance do you supply to bakers to ensure that they can legally make such a claim? I have looked at the Great Britain nutrition and health claims register (GB NHC Register) but cannot find ‘good for your gut’ on the list of authorised claims.

You are also using issues of sustainability / the environment in your marketing, such as the second part of the range’s ‘Healthy Life, Healthy Planet’ strapline, and promoting one of the products as being “perfectly positioned to capitalise on the ever-increasing move [partly driven by] an increased awareness of our wider ecological impact.”

What, specifically, is it about each product in this range at the root of these claims? In what way(s) does the production and/or use of the mixes improve positive (or at least lessen negative) impacts on the environment, particularly in comparison to other flours and bread making methods/processes?

Please also send me full ingredients lists (including QUID) for all of the products in this range.

Regards,

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<https://www.purecraft-abmauri.com/pure-prograins>

[web capture 13 January 2023, 13.48]

Pure ProGrains™

Pure ProGrains™ is a new range of bread mixes from AB Mauri that have been specially designed to make it simple for craft and medium size bakeries to produce healthier breads. The four new mixes that comprise the Pure ProGrains™ offering not only taste fantastic – they also deliver several significant health and nutritional benefits.

The Pure ProGrains™ mixes have been developed so bakers simply add flour, yeast and water – and then mix, process and bake. They are flexible and versatile, allowing bakers to create several different types of breads from the same mix.

Product range

Pure ProGrains Wheat and Barley

BARLEYmax® High Fibre

Bread Mix

A deliciously wholesome mix enhanced with BARLEYmax® flour, kibble and flakes.

This blend bakes into a great tasting speciality bread that’s not only been crafted with health in mind, but also offers an excellent texture and a moreish taste. With a boosted level of fibre as part of its carefully developed recipe, it can be promoted on-pack as ‘Good For Your Gut’.

Product sheet coming soon

Pro PureGrains Sprouted Multiseed

Sprouted Multiseed

Bread Mix

An appetising blend packed with wholegrains and seeds.

Our sprouted seeds and grains have been carefully selected to bring an extra boost of flavour as well as a fantastic coarse texture. These ingredients are loaded with essential nutrients, especially fibre and protein, which makes this bread the perfect choice for consumers looking to improve both their dietary and digestive health, without compromising on taste.

Product sheet coming soon

Pure ProGrains Pulse Power

Protein Powered Bread Mix

A delicious blend of pulses and legumes which creates a bread that's perfectly plant based.

With a rich source of protein, each ingredient has been carefully selected for their neutral flavour profile and crunchy textures – the result of which is an irresistible speciality bread.

But the benefits don’t end there. This tasty mix is perfectly positioned to capitalise on the ever-increasing move to plant-based and alternative protein foods, that’s been driven not only by a combination of health and wellbeing factors, but also by an increased awareness of our wider ecological impact.

Product sheet coming soon

Heritage Spelt Bread Mix

A timeless blend of white and wholemeal spelt flours.

Pure ProGrains’ balanced combination of the ancient wholegrain spelt delivers a distinctive nutty flavour, with the blended white spelt supplying an appealing soft texture alongside excellent stability and a reliable volume.

As well as being an excellent source of protein, this spelt mix is fortified with Vitamin D which is not only essential for bone and muscle health, but also for supporting our immune system. As our main source of Vitamin D is sunlight, it is important that we supplement our diets with rich sources in the winter months to keep our levels topped up.

Product sheet coming soon

[web capture 13 February 2023]

Supporting the baking industry by innovating in health and nutrition.

Jan 5

AB Mauri is pleased to introduce the new healthy bread mix range, Pure ProGrains. The four new mixes are innovative concepts that have been specially designed to make it simple for craft and medium size bakeries to produce breads, that not only taste fantastic, but also deliver several significant health and nutritional benefits.

The growing consumer trend for healthier food products and increased awareness of gut health is leading to more and more people reconsidering their diets. It’s essential to eat a balanced diet with a variety of fibre rich foods, such as higher-fibre breads and breakfast cereals, wholegrains, fruits, vegetables and pulses to maintain our overall health and wellbeing. Each new Pure ProGrain mix has been developed to a specific recipe which allows on pack claims for fibre, protein and digestive health, creating added value opportunities for bakers.

BARLEYmax® High Fibre Bread Mix

It is often challenging to develop healthier products that are also genuinely delicious, but the development team at AB Mauri have decades of experience in process improvement and ingredient innovation alongside access to global technology. It’s thanks to their heritage and proven skillsets that they can offer authentic, nutritious breads such as Pure ProGrains. These are reliable products that customers will be proud to serve – and that their consumers will really enjoy and want to return to.

Pure ProGrains Sprouted Multiseed Bread Mix

Vicky McColl, Nutrition & Insights Manager, AB MAURI UK & Ireland, comments: “We believe we have a significant role to play within the UK baking industry to support our customers with bringing new technologies to market which can be used to formulate healthy and nutritious foods for consumers. As part of our commitment to FDF’s Action on Fibre initiative, we are working with technology and research partners to find solutions which help overcome the challenges often seen with developing higher fibre foods”.

Pure ProGrains High Fibre Bread Mix

The ingredients within the Pure ProGrain mixes have been carefully selected so that bakers simply add flour, yeast and water – and then mix, process and bake. They are flexible and versatile, allowing bakers to create several different types of bread and rolls from the same mix.

Pure ProGrains Heritage Spelt Bread Mix

Andrew Dinsdale, Sales and Marketing Director, AB MAURI UK & Ireland, commented: “Meeting product characteristics such as great taste, texture and appearance whilst also fulfilling ‘hot’ consumer trends are key drivers for consumers buying behaviour. The development team have worked immensely hard to innovate and create a modern range of healthy bread mixes that offer bakers with an attractive value proposition.”

Thomas Mackay, Business Unit Controller – Craft & Confectionary, AB MAURI UK & Ireland, commented: “Many of our customers may not have the time nor the resources to innovate against current trends, with our access to global insights and our development expertise we have selected specific ingredients and technologies which create fantastic tasting, healthy, products that perform and deliver every time.”

About AB Mauri:

AB Mauri UK & Ireland is a business entity formed from the merger of Cereform, Mauri Products and Gb Plange UK. The company is dedicated to providing a comprehensive range of technical bakery ingredients and yeast products to bakers in the UK and Ireland.

www.abmauriukandireland.com