

Wonderfully crispy and reduced fat

With its Tempura Original®, DP&S® introduced a light tempura batter with an excellent coating and a crispy bite. However, DP&S®'s development department Future Concepts® was not yet entirely satisfied.

„We managed to limit the pick-up of oil in our standard tempura thereby reducing the fat percentage of the end product with at least 10% compared to the previous standard tempura. Furthermore, we can improve the taste experience as the product comes out of the oven crispier.“

Our secret

As opposed to the Tempura Original® that needs to undergo 4 steps in the coating process (pre-dust, batter, pre-dust, batter), the standard tempura needs pre-dust, batter and pre-frying to get the desired colour and crispiness.

„This time we did not work on the process, but exactly how we managed it is of course a professional secret,“ says Ben. „The most important aspect for our clients is the result: products with less fat and crispier than before.“

Huge step

This is explained by Ben van der Deen, DP&S® Benelux sales manager. We asked him why there was a new tempura again. „We took a big step forward with the Tempura Original®, but we were looking for a way to raise the value of the standard tempura. We managed to do this and the important outcome is reduced oil pick-up during pre-frying.“



Introducing... Accountmanager Leon Ketting

Leon Ketting (41) is DP&S® industry account manager, but given the nature of his position and training, he also works part-time at the Research & Development department. Leon is the link between sales and product development. He started his career as a butcher and worked for a number of years at Versteegen Spices & Sauces BV.

What attracts you to DP&S®?

„The most interesting aspect of my sales function is the link to product development. Creating end products with the client in mind who will ultimately benefit. Both feet on the ground.“

Thus, I developed a number of applications and end products using a soy protein isolate replacer and am working successfully on a replacement for back fat, particularly for the application in saveloy, using a particular binding ingredient. It is cheaper than back fat and has a lower fat percentage maintaining the First Bite®.“

What are you currently focusing on?

„At the moment my work is largely a response to the needs of clients to save on costs. Manufacturers have to economise given the steeply rising price of raw materials which they cannot pass onto retail. I go through their mixtures to see if any savings can be made.“

What do you find important personally?

„DP&S® strives to continuously innovate. I contribute to this wholeheartedly. This is partly to help clients meet trends and partly to get the developments going that will pay off for the clients in the future.“

Important Events

25 and 26 May
COATING EVENT
at Townsend Further
Processing in Boxmeer



The Coating Event looks at the theme of synergy between the basic product, machines and ingredients. The most recent developments of these will be shown in practical demonstrations of how a wide range of coatings are applied to various products in this joint event with Townsend Further Processing. The event will show the latest applications for non-prepared and prepared products for both fresh and deep frozen lines. Townsend Further Processing and DP&S® are pleased to welcome you to this event.

20, 21 and 22 September
FURTHER PROCESSING
EVENT at DP&S® in Tiel



Participants of the international event 'Further Processing' will be welcomed to a learning programme in which practical demonstrations will have an important place. How can you respond to current trends and how can DP&S® support you in this?

This and other questions are central to the 'Further Processing' event to which DP&S® would be pleased to welcome you. Consumers are influenced by health, enjoyment and convenience, while trying to strike a balance with sustainability and budget. And just like the consumers, manufacturers of food products also have to make choices and deal with challenges.

In May and September, DP&S® will both show you the choices and come up with solutions. The fastest way to register for the 'Further Processing' event is by emailing us at info@dpsfood.nl.



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More for less

Market conditions worldwide are forcing manufacturers to source cheaper raw materials and additives, while maintaining the organoleptic and functional qualities. Future Concepts® has achieved this with its Binding 51.

Creating the first, the best, the purest and the tastiest bite of a product. At Dutch Protein & Services® this is called First Bite®. After all, functional ingredients partly determine the structure (and thus the bite or the texture in the mouth) of the end product. And the bite is an important parameter in assessing foodstuff's eating quality.

Future Concepts®, the development department of DP&S®, is therefore always looking to renew and improve the binding and the bite. Binding 51 is a very good example, especially as it was developed as a result of market demand for improved efficiency. Binding 51 is ideal for use in reformed meat products such as burgers, snack balls, chicken nuggets and so on. It does not need any preparation in advance, but can be directly added to the mixture. One of the most important ingredients of the high fibre Binding 51 is the rice-based protein Rice Pro. This rice protein binds three times its own weight in water.

Binding 51 improves the binding of water and fat, there is less loss from boiling and roasting, and it has, after heating the end product, the structure of real meat. Interestingly, the product's bite - or the texture in the mouth - is improved without affecting the desired, organoleptic characteristics. In fact, Binding 51 even contributes to the feel of a juicy and tender meat product and can also be used with comparable results in fish and poultry products.

DP&S® would be glad to provide any advice you require when adapting your mixture with the use of Binding 51.

Highlights

Instant fillings

You can add whatever you fancy to the piping bag or mouldable instant DP&S® fillings so that you, as the manufacturer, can decide on your own flavour and price.



Wonderfully crispy and reduced fat

Future Concepts®, DP&S®'s innovation department, has developed a new variation of the standard tempura batter that absorbs noticeably less fat during the pre-frying.



'We go around the world'

As export employee, Suzanne Vasques and her colleagues ensure that all packages reach DP&S®'s clients.



07

The Classic

The Cheeseburger

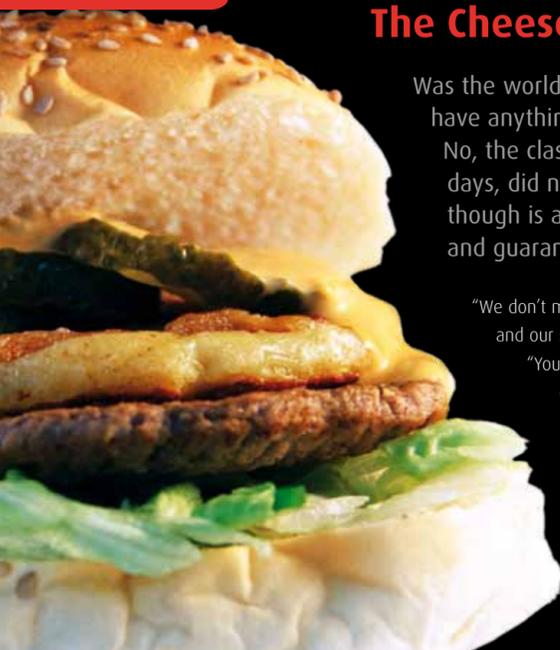
Was the world famous cheeseburger invented by DP&S® in Tiel? Does it have anything to do with us Dutch being 'cheese heads'?

No, the classic cheeseburger, or what passes for a cheeseburger these days, did not start life in the DP&S® kitchen. What did start life here though is a contemporary variation on the classic, which combines and guarantees authenticity and efficiency.

„We don't make it with a slice of cheese. We mould a cheeseburger from cheese, water and our special grilled cheese binding,“ explains DP&S® general director, Henk Rigter.

„You then place both patties on a bun and you have a delicious, real cheese cheeseburger.“

What makes this cheese patty, designed by DP&S® Future Concepts®, so special is that the cheese does not melt when grilled. Depending on the desired taste and texture, a wide range of cheeses can be used. When the cheeseburger is eaten, the grilled cheese has a tasty, creamy texture. Henk Rigter: „You can buy a cheeseburger on any street corner. If you want to be different, choose DP&S®.“



Your own flavour with DP&S® instant fillings

It all started with the cordon bleu - a pork or chicken cutlet with ham and cheese - but these days there are plenty more meat, fish and vegetarian filled products. DP&S®'s instant fillings are universal. The manufacturer determines the flavour and price.

Even during the reforming, convenience products are provided with a delicious sauce either in or on the product. The most important condition is naturally that the filling remains stable at high temperatures (frying, roasting) and at low temperatures (freezing). DP&S®'s instant filling, supplied in powder form, meets these requirements. Just add water!

However you wish

"We are really talking about sauces that can be processed cold when piped or moulded," explains Mark Dobbelsteen, DP&S® Quality and R&D Manager. The filling's viscosity can be adapted as required. When the final product is cut the filling can run out as a sauce, or remain contained inside the product."

Unique taste

DP&S®'s instant fillings are available in four basic flavours: herb butter, tomato, cheese and mushroom.

"These flavour concepts can be used as a basis for manufacturers to create their own desired unique flavours," continues Mark. "For example by adding butter to the herb butter, cream and sliced mushrooms to the mushroom sauce, and cubes of ham to the cheese sauce."

DP&S® is of course pleased to develop a tailor made concept with clients, but even when only made with water, the instant filling has a great, full taste.



'Be good and tell it'

'Be good and tell it': DP&S does this in many different ways. During direct client contact, through its periodical 'DP&S NOW' and when taking part in international trade fairs.

For the first time, DP&S® was an exhibitor at Gulfood, the food fair that was held in Dubai from 17 February to 2 March this year. The location for negotiations was the Solyman Services Ltd. stand, DP&S®'s agent in the Middle East.

Success at Gulfood

"We only recently joined forces with the British Solyman Services," says DP&S® sales director Chris Driessen. "It is one of the most important suppliers of ingredients for the food industry with more than 15 years of experience in this region. Solyman employees underwent an intensive training at DP&S® in Tiel. This, in combination with our participation at Gulfood, is starting

to bear fruit. The first queries by interested manufacturers are currently being dealt with." Gulfood 2011 attracted nearly 4.000 exhibitors and 81 country pavilions. There were 55.000 visitors from 152 countries. The next Gulfood in Dubai will be held from 19 to 22 February 2012.

In France and Greece

A little smaller in scale but no less interesting for DP&S® was the Carrefour des Fournisseurs

de l'Industrie Agroalimentaire (Cfia) in Rennes, France, in mid-March. At the Cfia, DP&S® gave an acte de présence with its French agent Anepia, the company that also represents Verstegen Spices & Sauces BV in France.

And last but not least, DP&S also took part in the fair organised by its Greek agent Sivvas S.A. - supplier of machines, equipment and ingredients for the food industry - held in its own showroom in Thessaloniki. "We strengthened the relationship that we have with our existing clients and made new contacts during the fairs in France and Greece. They were definitely worth the effort," Chris concludes.



Special DP&S® promotion

We again present a DP&S NOW, this time filled with promotional offers. Promotions that we undertake to serve our clients even better and with which we continuously improve our quality standards.

The promotion allows DP&S® to introduce even better, healthier and more convenient concepts and products. This promotion will help you to either maintain or improve the quality of your mixtures while reducing the cost price in a time of increasing raw material prices. There is nothing we would rather do than roll up our sleeves and work together with you to make this a good year. Using at least one of our new product concepts will definitely help make this happen.

Interesting discount

On behalf of DP&S®, I am pleased to announce a special promotion. If you order a product that is presented in this issue of DP&S NOW for the first time in 2011, you will receive a major discount of 15% on your first two orders.

We hope this will be a prosperous year.

Chris Driessen
Proprietor DP&S®

Suzanne Vasques

'We go around the world'

More, further, more complex and thus much more enjoyable. This is how Suzanne Vasques thinks of her work at DP&S® in Tiel. "Organising is in my blood and I enjoy dealing with people," she explains.

Suzanne is an export employee at DP&S® and is together with her colleagues responsible for all shipments. Around the world. From the order receipt to the delivery to the right address. From major orders to the free samples. "It means that I am not only working with people from sales and production, but also people from the laboratory and other departments at DP&S®."

Large increase

Suzanne has worked at DP&S® since 2004. "I started at the reception and then moved to domestic shipments. After that it was shipments within the European Union and ultimately the entire export shipments. By road, ship or air. The number of destinations to more and more countries expanded massively over the years. Every country has its own considerations. The Turkish customs for example

is extremely accurate. One typo in the accompanying documents can be enough to block a shipment."

Committed colleagues

Suzanne is pleased that to date they have always succeeded in getting everything to the right place at the right time. This is mostly due to the level of commitment of her DP&S® colleagues. Suzanne: "We all feel responsible for the products that go to the clients. Of course once in a while it looks like something is going wrong, but we have always managed to catch it on time. We work together as a strong unit of very committed colleagues at our sales department."

Suzanne lives in Tiel, is married and has two children, a daughter of 12 and a son of 15.



Suzanne Vasques:
"I enjoy the challenge of getting our products to clients in any place in the world at the right destination at the right time; the more complex the logistics, the more enjoyable."

Promotional products

The follow products are included in the DP&S® 2011 promotion.

140071 Binding 51

Future Concepts® Tempura

015040 DPS Predust Brilliant A/S (alternatives can be used depending on the application)
010368 DPS Tempura Low Fat

Future Concepts® Fillings

900615 DPS Instant Filling Herb Butter
900616 DPS Instant Filling Tomato
900617 DPS Instant Filling Cheese
900618 DPS Instant Filling Cheese/Smoked Ham
900619 DPS Instant Filling Mushroom

Bacon replacer

145128 DPS Fat Texturiser

Cheeseburger

135031 DPS Cheese Binding Grill