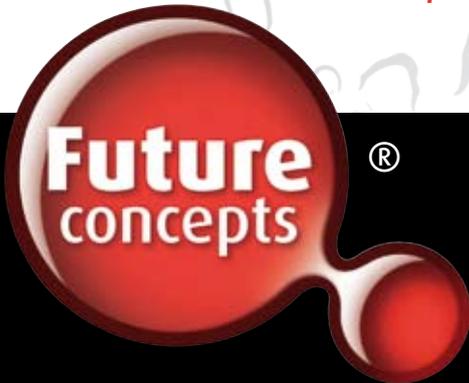


DP&S NOW

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Highlights

Director VION Retail Nederland

I believe in concept innovation. Product innovations are not feasible for us due to the small volumes and high costs.



Real cheese burger

Making a cheese burger without batter and a coating but with the right bite and that taste like a slice of melted cheese was a piece of cake for Future Concepts®.



Test kitchen and demo-room indispensable to DP&S®

A supplier of ingredients such as Dutch Protein & Services can simply not do without, according to manager R&D and Quality, Mark Dobbelsteen.

Healthy Kids burger

The comment 'Finish your plate' is everyday fare for most parents and usually concerns vegetables. As it is, our offspring is not particularly sold on this healthy part of a meal. A tall order for children, a source of annoyance for parents and a challenge for DP&S®!

How can we get children to eat vegetables? This question landed on the plate of DP&S® and resulted, as could be expected, in a practical answer: the Kids burger. Appealing in terms of shape, colourful, tasty and healthy.

An uncoated burger filled with components of your choice. Vegetables, potato, cheese, meat, mushrooms or fruit. Available separately or in any tasty and colourful combination that you prefer. With additional healthy fibres, if desired. It can be served cold with pre-cooked ingredients, if required, or heated in the oven or a pan.

The secret is in the innovating bond that DP&S® has developed. It involves absorbing water from the vegetables and then generating an extremely effective bond for the perfect bite. The ingredients can be processed while cold, so that the nutritional value is optimally maintained.

The Kids burger. Yet another healthy alternative that is now possible due to the technological creativity of DP&S®.



02



Director VION Retail Nederland

'No product- but rather concept-innovations'

„It is difficult and often impossible to make lovely products at an acceptable price. Supermarkets used meat as a crowd-puller for a long time. This put pressure on the returns of the suppliers and stood in the way of innovations. Product innovations are in any case infeasible due to the small volumes and the high costs. I believe in concept innovation.“

These are the words of Ties Pronk, director of VION Retail Nederland, which are based on 46 years' experience in the meat sector. Within a number of days, VION Retail is to introduce eight reasonably traditional types of meat on the pretext of 'Everyday Convenience', which only require fifteen minutes in the oven. The next step is to introduce a similar range for the microwave.

Hard conditions

Ties Pronk: „VION Retail aims to maintain and expand its market share, but not at the expense of quality. I am convinced that one will in any case lose the game in the long term if one loses sight of quality. We have specifications and quality objectives on the one hand, and we put much effort into the renovation of existing products on the other. Each product undergoes a quality facelift on a regular basis. The consumer is willing to pay for a good-quality, safe and constant meat product with a good flavour, a good shelf life and a good

dining experience after preparation. I more or less consider those to be the hard conditions. We can afford to focus on the softer aspects, which we include in the category 'green', among others, once our purse is filled. The retailer is willing to pay for a product that does not cause problems. And so, as a supplier, we must take away sources of concern.“

Innovating and creative

„Pure red meat products have not reached the end of their life cycle, but the reality is that the consumption of traditional meat products in their original form is declining more and more. However, I do not believe in - either this or that -, but always in - both this and that -. The consumer has lost interest in fillets, but there is no stopping marinated à la minute fillet steaks. We can produce a pepper steak in addition to regular steak, but compound products also make up part of the package in view of the quadratic valuation. It is all about being innovating and creative,“ says Pronk.

'A healthy future means that everyone must simply be able to earn their daily bread'

Purely enjoying a real cheese burger

We want to make a cheese burger without a coating that the consumer can prepare in a pan without it becoming a mess. The manufacturer was unsuccessful, and so DP&S® gave it a go.

„There is nothing clever in making a cheese burger that is layered with batter and a coating,“ says account manager Eric Tetteroo of DP&S®. „However, try flipping a slice of cheese in a hot pan.“ What we were not successful in without pulling out all the stops was a piece of cake for Food Concepts®, the innovations department of DP&S®. Eric Tetteroo: „A somewhat hard cheese is ground and then mixed with a specially developed cheese thickener, which is combined with our vegetable fat substitute Lite 'N Up. The cheese dough that is obtained in this way is then shaped into burgers that can easily be prepared, that have the right bite and that taste like a slice of melted cheese.“

A pure cheese burger. Delicious as a snack or as part of a meal.





*‘Many developments
at DP&S® are
client-specific’*

Test kitchen and demo-room indispe

„DP&S® cannot exist without a test kitchen,“ says Mark Dobbelsteen. Mark is manager R&D and Quality at DP&S® and is a practical expert as such. „The demo-room allows up to upscale our tests.“

DP&S® often welcomes clients in the test kitchen and the demo-room for presentations. Mark: „We can then show clients how the end products are brought about using our ingredients. And we can immediately make adjustments, if required, so that we can perfectly meet the client’s requirements.“ It is clear that this considerably shortens the phase of product development.

For our clients

„We not only develop and test our own products in our test kitchen, we also select and make the ingredients and blends based on specific demands of our clients,“ says Mark Dobbelsteen. „We often test these on or with the product of the client, so that it becomes immediately clear whether the solution we

are offering leads to the effect that the client desires. And so it is important in that respect to have a good idea of what the client wants, which processing machines the client has at his disposal, how the client views being billed for certain additives and the like.“

With our account managers

If the tests that are conducted on a small scale in the test kitchen yield good results, then these can be upscaled in the demo-room of DP&S®, which is equipped with all of the customary processing equipment and then subsequently put to the test in actual practice on the client’s production line.

Mark: „It goes without saying that the clients and our own account managers are closely involved in these developments and tests.

Convenient marinating of frozen products

Imagine that you produce meat skewers, but you are not clear when you freeze these products which client is to order which flavour in which amount at which time. DP&S® makes everything easy for you with its Spicy Topcoating.

DP&S® supplies Spicy Topcoatings in many flavours. There are water-soluble and perfectly suitable to use to add a certain flavour and colour to neutral, that is to say unmarinated, frozen products. And so as a manufacturer, this means you are super-flexible with a single base product that is given the right flavour once you have clarity on the destination. The marinade, which completely sticks to and adequately coats the product, is frozen onto the frozen product within seconds and continues to stick to the product after it has defrosted. The products can be packaged after being marinated, but they can be kept frozen as well. The fact that the Spicy Topcoatings also protect against freezer-burn is an additional advantage.



baar voor DP&S®

We also work closely with our account managers where it concerns independent developments of DP&S®. Which is why all of the people who occupy these positions at DP&S® have sound knowledge of products and processes in the foodstuffs industry.



Instant Glossy marinade has many advantages

The water-soluble Instant Glossy marinade by DP&S® has many advantages. An important aspect is that it can be used on the batter line.

A lovely gloss and a good flavour. That is what the Instant Glossy marinade by DP&S® offers. It is a dry mixture that can be easily dissolved in water. And so no extra oil (fat) is necessary to achieve a lovely gloss on your fresh products. „Our water-soluble glossy marinade can be pumped and so it can be applied to the product without the use of a tumbler or mixer,” says sales manager Ben van der Deen of DP&S®. „And so it can be used on the batter line, which is very efficient.” The Instant Glossy marinade by DP&S® is available in three flavours, namely BBQ, French Garden and Ketjap (soy). Of course, DP&S® can always develop some other flavour of your choice.

The DP&S® Bite innovates

It is now towards the end of 2008 and we are busy with budgeting, planning, evaluating, drawing up contracts for next year, et cetera. However, it is also advisable to consider what we have learned during the past year and how this relates to the goals that we have previously formulated.

Dutch Protein & Services® is a company that distinguishes itself in the sphere of functional ingredients for the purpose of giving your products structure, texture and bite. One of the main goals is to further expand this and to develop products and ideas on the basis of concepts. This edition of DP&S NOW provides the results of our efforts.

Improving Bite

As our company name already suggests, bite is steered and developed on the basis of proteins. This is the case, as we in first instance use the proteins that are found in our base products, meat or fish for example. We also use isolated proteins, which are supported by other, generally vegetable-based ingredients. E-number reduction is a permanent point of special interest in this respect. Bite is extremely important to us as it directly determines how a product is experienced in terms of quality. As it is, no matter how tasty a leathery piece of meat has been seasoned, it still remains leathery and the consumer will not be inclined to purchase the product again. Another example of the importance of bite is demonstrated by processed products, such as

cutlets, burgers, nuggets and the like. These products, and products derived from these, have to go with the times.

Increasing value

We are currently capable of maintaining, and in most cases even improving, the natural structure of meat and fish by means of low-pressure form technology and specially developed bonding components. This yields huge advantages in the sphere of costs and quality. It so happens that it is possible to realise a huge increase in value with the base material. The pre-treatment, the E-number free combination of ingredients and the form process together ensure that we can optimally steer the tenderness, portioning, colour, structure and flavour, whereas this is much more difficult with a non-formed product. This concept is worked out in further detail in this issue: a renewed bite for kids.

Reducing fat

We also steer the bite in many of our products using our Lite 'N Up, which we introduced in the previous edition. Lite 'N Up is successfully used in particularly cold cuts, but also in various

snacks, to maintain the structure and to reduce the fat percentage. We are still working to optimise the bite in the sphere of cold cuts in particular. We expect the next issue of DP&S NOW to focus on these developments.

I would like to invite you to meet with our account manager for an end-of-the-year talk. He can specifically inform you of the possibilities that are in line with your products and processes. You can then experience what has become tangible and how we can help you optimise the bite of your products.

Chris Driessen

Owner of DP&S®



Classic

Tailormade recipes

The word 'tailormade' does not have its origin in Tiel in the Betuwe region, but DP&S® was one of the first ingredient suppliers to serve its clients with tailormade recipes at the beginning of the 80s of the past century.

„In close consultation with the client, during which we assess the client's wants and possibilities, we produce client-specific recipes," says general director Henk Rigter of DP&S®. „We started these activities some 30 years ago and it is practically all that we do today. Even for smaller charges. We have a recipe bank with thousands of recipes, which are guarded even better than the gold in the vault of the Bank of the Netherlands. As it is, you must never betray the trust that a client has given you."

It is indeed true that DP&S® still makes recipes for many clients that it has had from the very beginning.

Henk Rigter: „A product-specific recipe is not something that you file away. After all, developments continue. In our capacity of DP&S®, we constantly try to be innovating. In the mixing proportions, for example. Take types of flour, for example. You can only mix these 1 on 1, if we consider batter mixes. And so the use of mixes on that basis is always more expensive for the manufacturer." New additives may result in application advantages as well. „We now have a product that, at 3 to 5 percent in the recipe, leads to no less than 40 to 60 percent less oil-absorption in the end product," says Henk, lifting a corner of the veil. More on this subject in the next issue of DP&S NOW.





Allow us to introduce...

Area Salesmanager Aysel Agacdiken

Southeast Europe, the Middle East and North Africa, not exactly around the corner, make up the work area of Aysel Agacdiken (36), who lives in Istanbul. And so this Area Salesmanager of DP&S® is a frequent flyer. „Because clients can call on me at any time, I do indeed travel a lot. But I learn something everyday and I enjoy it. I am a foodstuffs technologist and DP&S® mainly develops tailor-made products. And so I get to play with ingredients and products at a variety of locations.”

Why is DP&S® appealing to you?

„I have had this position at DP&S® for two years now, but I had already worked a period of 7 years at the then agent of DP&SD® in Turkey. Between those two jobs, I worked at another ingredient supplier that had its own production company in Turkey. As a foodstuff technologist, I have experience with quality control, the production and sales. The aspects that appeal to me in my current position are the dynamics, the variety, the contacts and the results. DP&S® does not supply standard products. You work together with the client for the purpose of meeting the client's needs or solving problems. The selling of commodities, which puts you in a price war, has no added value for me personally. DP&S® is generally about distinguishing products and long-term partnerships.”

What is your main focus right now?

„That varies per client. Dubai and Western Europe have similar, large companies. The companies in Syria and Jordan are mostly small, but they are developing quickly. For example, people in Jordan recently learned from us how to make onion rings and Lithuania has discovered salmon carpaccio. Since 1995, we at DP&S® have developed the further processing in Turkey together with the poultry meat producers and Stork Food Systems. Machines and ingredients are connected to one another. We sell know-how and there is a hunger for business in all of the countries in which I operate. Even in countries like Tunisia and Algeria.”

What do you feel is important?

„My friends know that I may cancel a date at the very last minute. This business is my life. Which probably explains why I am not always patient. I want to grow personally everyday. It is very satisfying to see the end products that we contributed to as DP&S® on the shelf. However, we do not supply commodities and some clients are fixated on the price alone. It is not always easy to explain the advantages of our company. Particularly if they have no R&D-department of their own.”

At one stroke

The client rings. He has landed a contract for the supply of filled wraps, but comes up against a huge problem on the very first day of production. He started in high spirits, but panic hits when he discovers that the filled wraps do not stay closed when he rolls them up and cuts them.

He is to produce no less than 30,000 in the week to come if he is to meet his contractual obligations!

The test kitchen of DP&S® set to work immediately after the client's call and managed to come up with a solution for the client in the form of a fixing agent. Edible, tasteless and easy to process, as it is a dry mixture that can be dissolved in water.

Thanks to DP&S® the client managed to amply meet his obligations to the great satisfaction of his buyer. And so we satisfied two clients at one stroke.



DP&S® for:

Knowhow - batter mixes / produced to meet customers' specifications - Topcoating® - predusting - breading - crumbs / breadcrumbs, corn crumbs, Japanese crumbs, rice crumbs-vegetable protein / flour, grits, concentrates - isolates and textured proteins - emulsifiers, stabilisers, phosphates - tumbling and injection mixes - jetmixes® - animal protein - collagen fibre - spices and mixed spices



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