



HERE'S A NEW TWIST TO
AN OLD FAVORITE...

BRIESS® *Roasted*
Potato Flour

Briess® Roasted Potato Flour – Featured ingredient at IFT FoodExpo

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CHILTON, WISCONSIN—Briess Malt & Ingredients Co. is introducing a new way to naturally add flavor and color to foods at the IFT FoodExpo—Briess® Roasted Potato Flour.

Briess® Roasted Potato Flour is pure potato flour that has been gently roasted to develop savory flavor and warm color. This all natural, value added ingredient can be used to partially replace standard potato flour in existing formulations, or as a new ingredient in existing and new formulations for added flavor and color.

In extruded snacks Briess® Roasted Potato Flour increases expansion while improving flavor and color. It can also thicken and enhance the flavor of soups, gravies, sauces and prepared foods. Use in seasoning mixes, dry blends, meat mixes and baked goods.

Briess is featuring this new ingredient in BOOTH #5606 at IFT FoodExpo in Chicago, July 18-20, 2010. Stop by for samples and to learn more about this all natural, non-GMO, kosher ingredient that's made in the U.S.A.

Or for more information visit www.Briess.com/food or contact Briess at info@briess.com.

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