

Press release

Flour Sack of the Year comes from Guadeloupe

- **Mühlenchemie names Grands Moulins des Antilles winner of the “Flour Sack of the Year 2018” award**
- **“L’Antillaise” flour sack is decorated with the portrait of a self-confident young Creole woman from the Antilles**
- **The motif stands for cultural diversity and the vitality of Creole cuisine**

Ahrensburg/Barbados. December 2019. At the annual meeting of the Caribbean Millers’ Association (CMA) Marc Duncker, regional sales manager for Mühlenchemie, presented Arnaud de Moussac from Grands Moulins des Antilles with the flour sack award for 2018. The jury was impressed by the mills’ beautiful portrait of a young Creole woman from the Antilles - her healthy look pointing to the life-giving power of the staple food within the sack.

Talking about the winning picture, Xavier Moussac, director general of the mill, says, “The portrait of the Creole woman on our flour sack shows that Guadeloupe is both mondaine and aware of its historical diversity. The young lady’s jewellery indicates her French-style ‘savour-vivre’, as a Creole she stands for an independent culture that has developed over the centuries in our country.” As is the case with many other agricultural products, the island state relies on imported wheat, which is then processed industrially into top quality flours and fortified with micronutrients. This flour is an essential part of the Guadeloupe diet.

The jury was full of praise for the delicately drawn picture on the 2018 Flour Sack of the Year. It is the first time that a portrait has taken the award which the FlourWorld Museum in Wittenburg presents once a year. The museum, located near Hamburg, houses

Published by:

Mühlenchemie GmbH & Co. KG
Carsten Blum (Marketing)
Kurt-Fischer-Straße 55
22926 Ahrensburg /Germany
E-Mail: cblum@muehlenchemie.com

Press office:

Public Relations v. Hoyningen-Huene
Heimhuder Straße 79
20148 Hamburg
Marc v. Bandemer
Tel: +49 40 41 62 08-17
E-Mail: mvb@prvhh.de

more than 3,600 flour sacks from over 140 countries and is thus the biggest such collection in the world. The founder, Volkmar Wywiol, is pleased with the latest poster child for his museum: “Diversity and community, femininity and strength, quality and joie de vivre - these inter-connections are beautifully portrayed on this flour sack. This artistic treatment of Guadeloupe society is one that deserves to be honoured.”

About Mühlenchemie

Mühlenchemie is one of the world’s leading companies in the field of flour treatment. Its key competence lies in solutions for flour standardization, improvement and fortification - from classic flour treatment to concentrates for ready-mixed flours. Mühlenchemie exports its products to over 120 countries and maintains close relations with more than 2,000 mills around the globe. Teams of experts attached to affiliates in Mexico, Singapore, India, China, Russia, Turkey and Nigeria offer services to the local mills, supplying customized solutions for optimum flour quality. For this, Mühlenchemie has developed enzyme systems, flour maturing and oxidizing agents, bromate replacers, emulsifiers, vitamin and mineral premixes and functional systems for ready-mixed and composite flours. Mühlenchemie standardizes over 100 million tonnes of wheat a year. At the Stern-Technology Center in Ahrensburg near Hamburg, a team of research scientists and applications technologists works on innovations for the future. This is where the pioneering solutions in enzyme technology for breads and other baked goods are born, e.g. the well-known enzyme preparations Alphamalt, Powerzym, Sternzym, Pastazym and Tigerzym. The company was established in 1923 and has been a member of the Stern-Wywiol Gruppe since 1990.

May be reproduced free of charge, please send a copy to:

Public Relations v. Hoyningen-Huene
Heimhuder Strasse 79
20148 Hamburg

Contact for editors: Marc von Bandemer, Tel.: +49 40 41 62 08-17, mvb@prvhh.de

For further information please contact:

Mühlenchemie GmbH & Co. KG
Carsten Blum (Marketing)
Kurt-Fischer-Straße 55
22926 Ahrensburg / Germany
Email: cblum@muehlenchemie.com