

# WORLD GRAIN

## Mühlenchemie honors flour sack art

AHRENSBURG, GERMANY — Mühlenchemie GmbH & Co. KG selected a flour sack with an image of bamboo for its “Flour Sack Award 2015.”

The sack was created by PT Sriboga Flour Mill in Indonesia. With the award, which is selected by an independent jury, Mühlenchemie honors flour sack art as representations of regional cultures. This year’s award-winning sack will be on display at the FlourWorld Museum in Wittenburg, Germany, with past winners.

Wheat and baked goods have a short history in this Asian island nation, where rice has traditionally been the staple food. The bamboo motif shows the growing importance of flour in Indonesia. Bamboo is a natural material that represents strength, durability and versatility, said Irianda Susilo, head of Sriboga’s Food Solutions Division.

“Similarly, we see our Inofa Bamboo Heat Treated Flour as a natural alternative to synthetically manufactured food ingredients like modified starches. It has high hot viscosity, and therefore great capabilities in binding water and texturizing food products,” he said. “It is also very versatile, covering many different food applications.”

The special challenge for the miller was to find an entirely new visual language to show the benefits of flour, said Norman Loop, regional business manager at Stern Ingredients Asia-Pacific, who looks after Mühlenchemie’s customers in Indonesia.

“The images that symbolize the purity, strength and naturalness of wheat flour in the west, have different meanings in Indonesia. For example, the sun or an ear of grain triggers other associations here. So Sriboga chose bamboo as a symbol to translate the values ascribed to wheat into the language of the tropics,” he said.

As the Indonesian economy has grown, so has flour use, Susilo said. If the trend continues, wheat could replace rice as the main staple.

Consumers are increasingly looking for processed foods that have natural ingredients. Also, regulatory bodies are continually tightening food standards, and are increasingly restricting the use of chemical ingredients, he said. Thus additive-free flour is increasingly



Irianda Susilo, head of Sriboga’s Food Solutions Division, left, receives the Flour Sack Award 2015 from Norman Loop, regional business manager at Stern Ingredients Asia-Pacific. Photo courtesy of Mühlenchemie.

important, and it is in Sriboga’s best interests to produce healthy flour products completely free from synthetic chemical additives

Flexibility is one of Sriboga’s strengths, as well as customization, Susilo said.

“We have the only heat treatment facility in Indonesia. It lets us enhance our flour’s performance and add value for our customers,” he said. “Our Innovation Centre in Jakarta lets us develop new types of products. In doing so, we keep an eye on world trends, so we can address the individual needs of our customers and consumers.”

The FlourWorld museum has the world’s largest collection of flour sacks with over 3,100 exhibits from over 130 countries. Volkmar Wywiol, founder of the museum and Mühlenchemie shareholder, is glad to add the new motif to the line-up of the best sacks of the year.

The 2016 award will be presented in April at the Global Miller’s Symposium in Hamburg. Millers throughout the world are invited to send their flour sack art to Mühlenchemie.