



SNACKMAXX® Masa Flour



For savory and sweet snacks (including tortilla chips, taco shells and wafers). Masa flour has been produced in an environmentally friendly “taste and cook” process, which delivers technological and sensory benefits while meeting “gluten-free” and “clean label” trends.

SNACKMAXX®:

For sweet and savory snacks

Masa - the gluten free alternative

SNACKMAXX® is our umbrella brand for products intended for the production of savory and sweet snacks. Our Masa flours are suitable for a broad range of different applications. Easy handling, reliable processing properties and an excellent taste characterize flours for tortilla chips and taco shells. In a specific dry milling process, different granule sizes are produced which can deliver firm and crunchy, crisp or tender-flaky textures. Dough made with warm water is excellent for processing on machines; cleaning the equipment after processing is easy. Our Masa flours are exclusively regional non-GMO varieties, which have a distinct, typical and sweetish corn flavor. Because of the “taste and cook” process, there is no calcium hydroxide off-flavor, which European consumers tend not to like. The specific corn variety used ensures the wonderful golden-yellow color of the flour. Corn flours for savory and sweet gluten free wafers including flat and hollow wafers and ice cream cones are new products to our range.



Application: Taco shells



Application: Gluten-free wafers

Product benefits

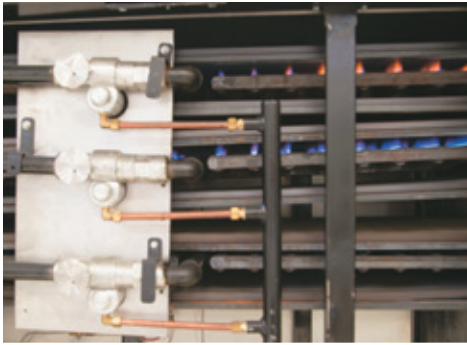


MASA flours for tortilla chips and taco shells:

- Grown in the region, regional varieties
- Authentic corn flavor, no off-flavor caused by calcium hydroxide
- Gluten free, non-GMO, free from additives
- Different granule sizes for different textures and applications
- Easy to process on machines
- Uniformly high quality

Masa for golden-yellow corn wafers:

- Attractive golden-yellow color
- Short bite
- Fine and flaky texture
- Higher breaking resistance compared to wheat



Baking process of tortilla chips

Easy processing in snack applications

Because of their technological properties, Masa flours are easy and safe to process. Simply add water to the cold water swelling flours 100Y, 200Y, 500Y and 700Y to obtain a stable, non-sticking but nevertheless soft dough. After water has been added, other recipe ingredients including whole grain flour may be added. One example is for the production of multi-grain chips.



Frying process of tortilla chips

Other Masa applications






The flour Masa H2M Fine has been subjected to a thermal process in order to achieve optimal binding and texture properties. This flour is often used for soups and sauces as well as in confectionery applications.

Recipes

	Standard tortilla chips		Multigrain tortilla chips		Gluten free ice cream cones	
Ingredients	MASA Chip Flour 200Y (Art.-no. 444779)	100 %	MASA Chip Flour 200Y (Art.-no. 444779)	80 %	MASA Chip Flour 100Y (Art.-no. 444706)	25,59 %
			Slow Milling apple fibre (Art.-no. 915506)	8 %	Sugar	16,7 %
			FLAVOUR RYE wholegrain microgranules (Art.-no. 921516)	5 %	Potato starch	8,4 %
			SNOW® WHEAT wholegrain microgranules (Art.-no. 921306)	5 %	Sodium bicarbonate	0,01 %
			Ferment'arôme Vital Sour (Art.-no. 911506)	2 %	Salt	0,5 %
					Sunflower lecithin (liquid)	0,2 %
					Water	48,6 %
Preparation	Mix MASA Chip Flour 200Y with water (approx. 30°C), knead into homogeneous dough. Process immediately.		Mix all ingredients homogeneously. Then add water (approx. 30°C), knead into homogeneous dough and process immediately.		Mix all dry ingredients thoroughly. Add the mixture to the liquid phase while stirring constantly. Next, homogenize for one minute.	

Product range

SNACKMAXX® MASA Flour

Name	Art.-no.	Water swelling properties of the product	Product
MASA Chip Flour 100Y	444706	Cold water swelling	
MASA Chip Flour 200Y	444779	Cold water swelling	
MASA Chip Flour 500Y	444606	Cold water swelling	
MASA Taco Flour 700Y	444806	Cold water swelling	
MASA H2M Fine	933012	Hot water swelling	

Packaging

- 25 kg paper bag on 800 kg pallet
- 1,000 kg Big Bag
- Bulk delivery

Service offer from GoodMills Innovation

- Recipe adjustment and on-site adjustment of equipment parameters
- On-site support by our application technologists during seasonal crop change
- Trial runs on the Masa pilot plant in the technical center at GoodMills Innovation

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