



SNACKMAXX®  
MASA FLOUR

# SNACKMAXX® MASA FLOUR

## AUTHENTIC MAIZE FLAVOUR FOR DISTINCTIVE SNACKS

Our clean label masa flours are ideally suited for the production of tortilla chips, taco shells and other snack applications. The cold-swelling flours stand out for their ease of use, consistent processing performance and an authentic, slightly sweet maize flavour. This provides snack developers with maximum reliability and versatility in production.

Thanks to specialised dry milling, various granulations are available, enabling a firm structure as well as a crunchy, brittle or light, crispy texture – perfectly tailored to different applications.

SNACKMAXX® MASA flours are made exclusively from regional maize varieties, are gluten-free and non-GMO, and are produced without additives. The off-flavour of calcium hydroxide, which is undesirable in Europe, is eliminated by the Taste-and-Cook process. The selected maize varieties give the flour an intensely golden-yellow colour.

### EASY PROCESSING IN SNACK APPLICATIONS

For efficient snack production, stable and easy-to-process doughs are essential.

SNACKMAXX® MASA flours have been specifically developed for reliable and straightforward processing:

After the addition of warm water, a stable, mouldable and non-sticky dough is formed, which is well-suited for automated processing. The high dough stability also facilitates easier cleaning of production equipment.

Additional ingredients such as wholegrain flours can be easily incorporated to produce multigrain chips.



# FROM FIELD TO THE PERFECT SNACK

SNACKMAXX® MASA flours combine high-quality raw materials, authentic flavour, a variety of textures and reliable, process-friendly applications:

## High-quality raw materials & traceability

- Regional maize varieties from contract farming
- 100 % non-GMO – certified traceability from seed to finished product
- Consistent product quality through raw material monitoring as well as mycotoxin and tropane alkaloid prevention

## Authentic flavour & clean label

- Authentic, naturally sweet maize flavour
- No off-note from calcium hydroxide
- Clean label – no additives
- Gluten-free < 10 ppm – continuously tested

## Texture variety & process reliability

- Wide range of granulations for different textures and applications
- Excellent processing performance on industrial equipment

## Sustainability & application expertise

- 200 hectares of wild-flower areas – measurable biodiversity beyond legal requirements
- Technical expertise & application support from recipe optimisation to pilot trials

## SUITABLE GRANULATIONS FOR EVERY APPLICATION

For different snack applications and desired texture profiles, our masa flours are available in a range of granulations and specifications.

Do you require a specific product? For large-volume customers, we also produce customised granulations. Please contact us to discuss further options.

MASA  
Chip Flour  
100Y

Art.-no.: 500070

MASA  
Chip Flour  
200Y

Art.-no.: 500063

MASA  
Taco Flour  
700Y

Art.-no.: 500071

**Packaging:** 25 kg paper bag on a 1,000 kg pallet, 1,000 kg big bag, bulk delivery

## DEVELOP WITH PROCESS RELIABILITY – WITH EXPERTISE AT YOUR SIDE

We support you in the efficient and reliable implementation of your snack formulations, from raw material to finished product.

- Adjustment of formulations and process parameters
- Support during seasonal raw material changes by our application technologists
- Pilot plant trials to validate formulations and process parameters



Are you developing new snack products  
or optimising existing formulations?

Contact our sales team for samples,  
technical advice or pilot plant trials.

GoodMills Innovation GmbH  
Customer Care Center

Trettaustraße 35  
21107 Hamburg, Germany  
T + 49 40 751 09 - 666

[info@goodmillsinnovation.com](mailto:info@goodmillsinnovation.com)  
[www.goodmillsinnovation.com](http://www.goodmillsinnovation.com)