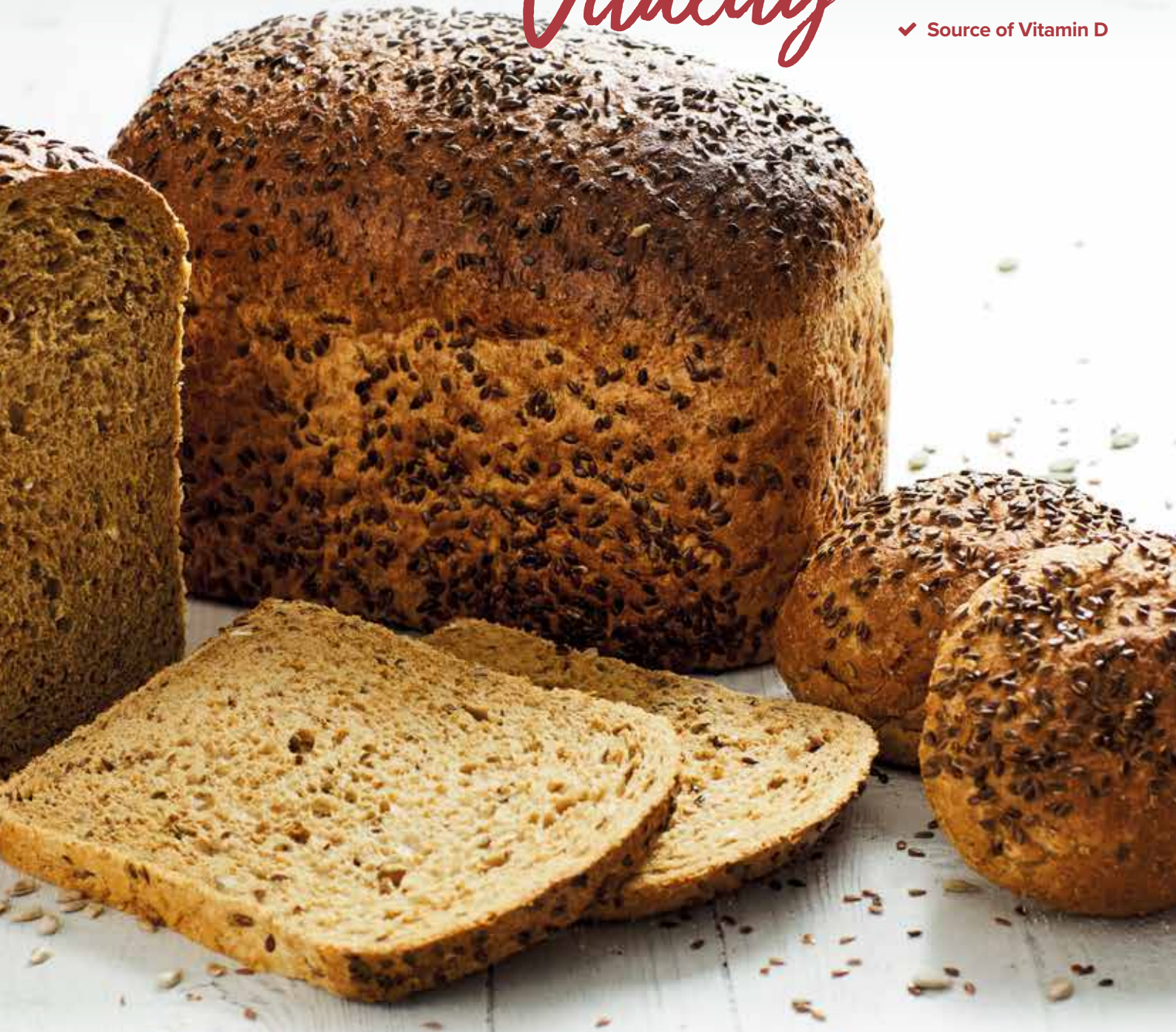




# Multiseed Vitality

- ✓ High in Fibre
- ✓ High in Protein
- ✓ Source of Folate
- ✓ Source of Iron
- ✓ Source of Calcium
- ✓ Source of Vitamin D



Folate + Iron + Vitamin D  
**Supports  
Immune System**



Iron  
**Supports  
Metabolism**



Calcium + Vitamin D  
**Maintains Normal  
Teeth & Bones**



**Good For  
Your Gut**



High Protein  
**Protein  
per 100g**





# Delicious taste experience and supercharged nutritional benefits

## MULTISEED VITALITY

### Balancing Health and Taste

**Did you know?** 44% of bread buyers prioritise health when buying bread, with 41% of general consumers now wanting their diet to support their digestive health and 20% interested in food that can support their immune system.

Coupled with the 31% who say high fibre is appealing, Vitality delivers nutritious and functional benefits for consumers.

Like *The Original and Still the Best - Multiseed*, Vitality is built on the nation's love for great-tasting bread, with 75% prioritising this when buying bread, not to mention its excellent fresh-keeping qualities.

The concentrate can make so much more than just bread. Produce rolls, baguettes, scones, hot cross buns and more, to offer your customers seasonal variety (Note: extension recipes do not necessarily qualify for stated claims).

### What wholesome ingredients are in Multiseed Vitality?

The combination of quality seeds delivers a pleasant nutty taste, coupled with slightly roasted notes. Backed with an appealing coarse open texture, Multiseed Vitality makes for a nutritionally-boosted and versatile lunchtime carrier, fortified with calcium and vitamin D.



### Why is it good for me?

- ✓ High in Fibre
- ✓ High in Protein
- ✓ Source of Folate
- ✓ Source of Iron
- ✓ Source of Calcium
- ✓ Source of Vitamin D



Scan for a full list of nutrients and qualifying claims:



Description	Pack Size	Code
Country Oven Multiseed Vitality Bread Concentrate	16kg	394726

### Steps to success



1. Buy one or more bags of Country Oven Multiseed Vitality Bread Concentrate 16kg



2. Request Free POS shelf wobblers and wobblers counter stand from Bakels or your local Bakels distributor



3. Bake and display

Qualifying recipes for nutrition/health claims:

### Bread Recipe

Wheat flour	5.000kg	50%
Country Oven Multiseed Vitality Bread Concentrate	5.000kg	50%
Yeast	0.250kg	2.5%
Water	5.500kg	55%
<b>Total</b>	<b>15.750kg</b>	



### Method

- Spiral mixer:** 2 minutes slow speed, 5 minutes fast speed, until fully developed.
- Dough temperature:** 24-26°C.
- Scale:** 485/900g.
- Prove:** 50 minutes.
- Bake:** 220°C for 35 minutes.

Yield: 32 small / 17 large loaves

### Roll Recipe

Wheat flour	5.000kg	50%
Country Oven Multiseed Vitality Bread Concentrate	5.000kg	50%
Yeast	0.250kg	2.5%
Water	5.500kg	55%
<b>Total</b>	<b>15.750kg</b>	



### Method

- Spiral mixer:** 3 minutes slow speed, 7 minutes fast speed, until fully developed.
- Dough temperature:** 24-26°C.
- Scale:** 90g.
- Prove:** 50 minutes.
- Bake:** 230°C for 12 minutes (soft rolls: no steam, crusty rolls: with steam).

Yield: 175 rolls

Health claims: Folate, iron and vitamin D each contribute to the normal function of the immune system. Iron contributes to normal energy-yielding metabolism. Calcium and vitamin D each contribute to the maintenance of normal teeth and bones. Wheat bran fibre contributes to an acceleration of intestinal transit. All nutrients need to be eaten regularly, as part of a healthy lifestyle and balanced diet.

Data Source: Mintel – Bread, UK (inc. impact of COVID-19) – September 2020.

**BAKELS**

BAKERY INGREDIENTS SINCE 1904