

# Blast of hot air launches Israel's first baked snack

ISRAEL'S leading snacks manufacturer Osem has just launched a new variant of Baked Apropos, the country's first baked snack.

Using Torbed hot air expansion technology to process General Mills Bugle pellets, Osem introduced the baked version of its big-selling Apropos brand last December. Sales of salted Baked Apropos have gone so well that the company has now launched a Spicy flavour.

With less than a fifth of the fat content of the original fried snack, the Baked Apropos is finding favour in a nation where light or reduced fat products have been very successful, particularly in the dairy sector.

"We aimed to develop a product with sensory qualities comparable to the original full fat snack, so we did consider-

able research into processing technology before choosing Torbed," Osem's director of re-

search and technology Dr Shaul Meydav told TSM.

"A baked type Bugle is manufactured in the United States using a different and more complex technology, but we believe the Torbed equipment gives the best expansion performance, the best quality product and the best uniformity. It has enabled us to obtain quality levels comparable with the full fat snack," he added.

The patented Torbed process achieves a rapid and even heat transfer by suspending a gently rotating bed of free flowing product above a ring of static vanes, through which high velocity hot air is directed.

Paul Gamble, managing director of UK-based Torbed, said he was delighted with Osem's success.

"The Torbed 750 electric processor supplied to Osem is the first of its kind in Israel and the new product's success confirms the abilities of our equipment," he said. Torbed will have examples of the Osem baked product on show at SNACKEX '99.

Osem, whose snacks operation is part of a large group covering several food categories, leads the Israeli market with Bamba, an extruded corn puff with a peanut-based coating that has been a favourite for three decades. Bissly, a pasta-based snack, is another big seller which is also exported to the UK.

Osem also successfully competes in Israel with Elite-Frito-Lay in the potato chips category with their recently established Chipsy brand.

