

HABS

HOME OF BUSINESS SOLUTIONS

presents



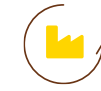
DEEP EXPERTISE IN BLENDING BAKERY INGREDIENTS

ABOUT US

Founded in **1998** by Mr. Federico Allamprese Manes Rossi, **Il Granaio delle Idee** is specialized in the R&D, production and world wide distribution of **CLEAN LABEL** mixes & improvers for **Bakery and Pastry**.

OUR NUMBERS

24 hours
7 days
2 production sites
working continuously



50+ pax
A team of passionate professionals



14.000 m²
Our operations area



13.000 liters
Mixing capacity
per batch



4
Fully automatic
production lines



250+ SKUs
To meet the needs of
our Customers



INTERNATIONAL PRESENCE



BORN CLEAN LABEL

- ✓ Everyday we carefully select and use only the **best ingredients**
- ✓ We have specialized in the only technology capable of replacing the use of chemical additives and emulsifiers such as E471 and E472: the **enzymatic technology**

R&D

It is the heart of our work!

A **solid know how**, a strong **drive for innovation** and a **team of qualified technicians** dedicated to our mission:

To Replace the use of chemical additives with **top quality clean**



CERTIFICATIONS

We work according to the **quality and food safety standards** of the major **international certifications** to guarantee our customers a constant standard of quality excellence, maintained with rigorous commitment and evidenced by several certificates. These include:



OUR SOLUTIONS WILL HELP YOU



**CRUMB
STRUCTURE**



OVEN SPRING EFFECT



SHELF LIFE +



VOLUME



EXTENSIBILITY



ANTI-MOLD



ANTI-ACRYLAMIDE



ANTI-OXIDANT



COLOR WARMING



RESILIENCE



SOFTNESS



FROZEN



**STANDARDIZATION
OF WHOLEGRAIN**



ROLLABILITY



COLOR REGULATION



**AROMATIC
PROFILE**



SOURDOUGH AROMA



REGULAR ALVEOLATION



SOFTNESS



PASTRY CUSTARD



**LIGHT COLOR
MIXES**



**DARK COLOR
MIXES**



RICH IN SEEDS MIXES



FUNCTIONAL PRODUCTS



**HIGH PROTEIN
PRODUCTS**



**NO E-NUMBERS
ADDITIVES**



**... AND BRINGING
A TOUCH OF ITALY!**

INNOVATIVE SELECTION AND COMBINATION OF ENZYMES

OUR SOLUTIONS WILL HELP YOU



SALUS CLASSIC



SALUS DARK



VIVO PLUS®



CEREALI



CURCUMA



BREATY



7 CEREALI



LB IMPROVER



ENZYMATICO



CELLUZYMES



MADRE 150 LIEVITATI



PANETT-1 PLUS 2%



TROPPO BUONO



PROTEIN 30® BREAD MIX



PROTEIN 30® PIZZA MIX



DURUM WHEAT SOURDOUGH



WHEAT SOURDOUGH 4%



ACRYLENZYMESBURGERENZYMES PLUS



WRAPENZYMES



CAKES ELITE



AMORDOLCE



BRUNS



MIX CROISSANT CROISSANT LIFE BURRO



CRACKSTICKS



MOKASSINO



VITAMINIC



CRÈME GRAND CRU



DENSOCRE MA 90



OXY-ZERO NCC3D ENZYMES NCC SWEETENZYMES ELASTEN NCC



M-ZERO



CRYSTAL



IGLOO



POLAR



FROZEN



VOLARE®



INNOVATIVE SELECTION AND COMBINATION OF ENZYMES



FUNCTIONAL BREAD SALUS CLASSIC

Your Daily Well-Being

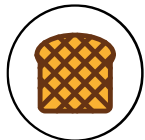
FEATURES



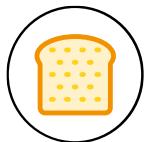
Clean Label



With 100% Italian Wheat



Regular Texture



Soft Crumb with Lupin Gritz



Excellent volume

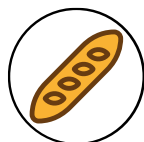


Intense aroma

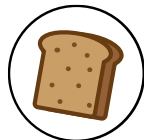
+ Beta- Glucans

- Cholesterol

RECOMMENDED FOR



Filoncino



Sliced Bread



Loaves

DOSAGE



100%

***Oat beta-glucans help lower blood cholesterol levels.**

Oat beta-glucan has been shown to lower/reduce blood cholesterol levels. Hypercholesterolemia is a risk factor for the development of coronary heart disease. The beneficial effect is achieved with a daily intake of at least **3 g of beta-glucan** (approx. **150 g of Salus Functional Bread Classic**). (Reg.(EC) N. 1924/2006 and Reg.(EC) N. 1160/2011).



Energy-reduced

Low Fat

Reduced Carbs

High Fibre

With Oat Beta-glucans*

High Protein

Reduced Sodium



FUNCTIONAL BREAD SALUS DARK

Your Daily Well-Being

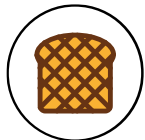
FEATURES



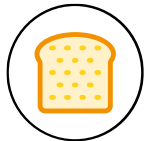
Clean Label



Dark color
(Malts)



Regular
Texture



Soft Crumb
with Lupin Gritz



Excellent
volume

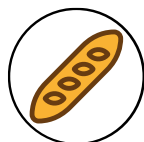


Malted Aroma

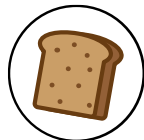
+ Beta-Glucans

- Cholesterol

RECOMMENDED FOR



Filoncino



Sliced Bread



Loaves

DOSAGE



100%

***Oat Beta-Glucans help lower blood cholesterol levels.**

Oat beta-glucan has been shown to lower/reduce blood cholesterol levels. Hypercholesterolemia is a risk factor for the development of coronary heart disease. The beneficial effect is achieved with a daily intake of at least **3 g of beta-glucan** (approx. **150 g of Salus Functional Bread Dark**). (Reg.(EC) N. 1924/2006 and Reg.(EC) N. 1160/2011).



Energy-reduced

Low Fat

Reduced Carbs

High Fibre

With Oat Beta-glucans*

High Protein

Reduced Sodium



TROPPO BUONO (TOO TASTY)

A BREAD RICH IN TASTE AND SEEDS. TOO GOOD TO BE TRUE

FEATURES



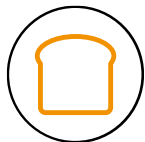
Clean Label



Rich in Seeds



Intense Yellow Colour



Crunchy Crust



Soft Crumb

RECOMMENDED FOR



Rustic Bread

DOSAGE



100%

Perfect for
Focaccia





PROTEIN 30[®]

ALTO CONTENUTO PROTEICO

(High Protein)

PROTEIN BREAD MIX

FEATURES



Clean Label



High Protein



High fibre



With Oilseeds

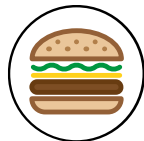


Tasty

RECOMMENDED FOR



Filoncino



Burger Buns

DOSAGE



100%





PROTEIN 30[®]

ALTO CONTENUTO PROTEICO

(High Protein)

PROTEIN PIZZA MIX

FEATURES



Clean Label



High Protein



High fibre



With Wheat Sourdough



Tasty

RECOMMENDED FOR



Pizza



Croissants

DOSAGE



For Pizza: 100%

For Croissants:
80% Protein 30
Mix + 20% Wheat
flour

Perfect for
Croissants



30%
PROTEIN

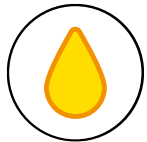




AMORDOLCE

COMPLETE MIX FOR SOFT CAKES, MUFFINS AND PLUMCAKES

FEATURES



Palm Oil free



Increased Softness



Intense Flavour



Customizable with Inclusions

RECOMMENDED FOR



Muffins and Plumcakes

DOSAGE



100%



VIVO PLUS[®]

NATURAL IMPROVER FOR SHELF-LIFE EXTENSION

FEATURES



Clean Label



Increased Shelf Life



Irresistible Softness



Excellent Resilience

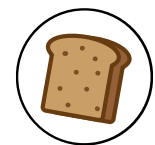


More Elasticity



Superior Tenderness

RECOMMENDED FOR



Packaged Bread

DOSAGE



1% of the Weight of Flour



LB IMPROVER

NATURAL IMPROVER FOR FRESH AND FROZEN CROISSANTS

FEATURES



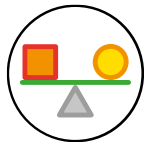
Clean Label



Excellent volume



Enhances Consistency of the Dough

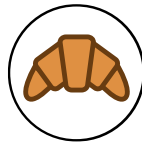


Balance between Crunchiness and Softness



Enriches taste with Lactic Notes

RECCOMENDED FOR



Croissants

DOSAGE



4% of the Weight of Flour



Ideal for both **Fresh Daily** and **Frozen Croissants**



CROISSANT LIFE

NATURAL IMPROVER FOR PACKED CROISSANTS SOFT AND FRESH, FOR LONGER

FEATURES



Clean Label



Extended Shelf life



Increased Softness

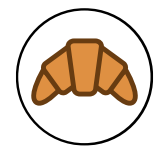


Excellent volume



Delicate Flavor

RECOMMENDED FOR



Packed Croissants

DOSAGE



1% on the Weight Of Flour





MIX CROISSANT BURRO

MULTIPURPOSE IMPROVER FOR CROISSANTS

FEATURES



Clean Label



More Stable Dough



Oven Spring effect



Alveolation and Fragrance



Perfect for Freezing

RECOMMENDED FOR



Daily Fresh produced Croissants



Frozen Croissants

DOSAGE



100%





ENZYMATICO

MULTIPURPOSE IMPROVER FOR BAKERY

FEATURES



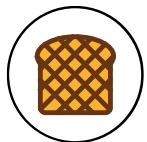
Clean Label



Dough Stability



Excellent volume



Improved structure

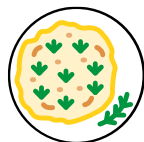


Organic Version Available

RECOMMENDED FOR



All Kinds of Bread



Focaccia



Crackers and Breadsticks

DOSAGE



1% of the Weight of Flour





CELLUZYMES

NATURAL IMPROVER FOR RICH-IN-FIBRE BREAD

FEATURES



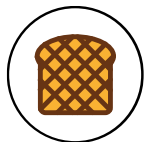
Clean Label



Drier and more Stable Dough



Increases volume



Excellent Crumb Structure

RECOMMENDED FOR



All Kinds of Rich-in-Fibre Baked Products

DOSAGE



1% of the Weight of Flour





CAKES ELITE

NATURAL IMPROVER TO ENHANCE SOFTNESS

FEATURES



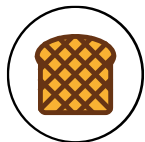
Clean Label



Enhances Softness



Increases Volume



Homogeneous Structure



Pleasant Mouthfeel

RECOMMENDED FOR



Muffins and Plumcakes



Soft cakes

DOSAGE



1% on the Weight of Flour



SWEETENZYMES

MULTIPURPOSE IMPROVER FOR CAKES

FEATURES



Clean Label



Excellent Volume



Improves Structure



Increases Softness



Increases Shelf-life

RECOMMENDED FOR



All High-in-Fat and Sugar products



Cakes and large Leavened Products



Muffins and Plumcakes



Donuts and Krapfen



Brioches and Croissants

DOSAGE



1% on the Weight of Flour



BURGERENZYMES PLUS

NATURAL IMPROVER FOR BURGER BUNS

FEATURES



Clean Label



Softness booster



Increases Shelf-life

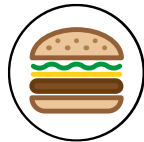


Pleasant Mouthfeel

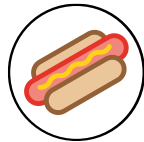


Excellent Resilience

RECOMMENDED FOR



Burger Buns



Hot Dog Bread



All High-in-Fat & Sugar products

DOSAGE



1% or 5% of the Weight of Flour





WRAPENZYMES

NATURAL IMPROVER FOR EXCELLENT ROLLABILITY

FEATURES



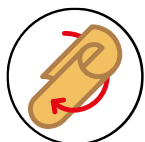
Clean Label



Internal Humidity



Extreme Softness

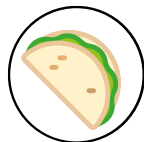


Maximum Rollability



Avoids the formation of Cracks

RECOMMENDED FOR



Piadinas



Tortillas

DOSAGE



2% of the Weight of Flour





CRACKSTICKS

NATURAL IMPROVER FOR CRACKERS AND BREADSTICKS

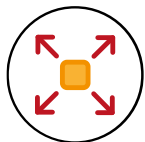
FEATURES



Clean Label



Very Crunchy



**Very Extensible
Dough**



Golden color



High volume

RECOMMENDED FOR



**Crackers and
Breadsticks**

DOSAGE



**1% on the
Weight of Flour**





BRUNS

NATURAL IMPROVER TO ADJUST THE COLOR OF CRUST

FEATURES



Clean Label



Adjusts the color of Crust



Reduces Cracks on the Crust

RECOMMENDED FOR



All Types of bakery Products



Raw Frozen Bread



Parbaked Frozen bread

DOSAGE



1% of the Weight of Flour





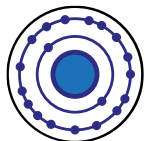
OXY-ZERO NCC

NATURAL IMPROVER FOR RANCIDITY PREVENTION

FEATURES



Clean Label



Prevents Rancidity



With Natural Antioxidants

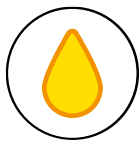


Increases shelf-life



Organic Version available

RECOMMENDED FOR



Products with high Lipid Content



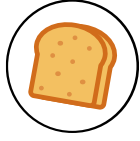
Products with Oilseeds



Italian «Taralli»



Crackers and Breadsticks



Rusks

DOSAGE



1% on the Weight of Flour





3D ENZYMES NCC

NATURAL IMPROVER FOR CRISPY OUTSIDE AND SOFT INSIDE BREAD

FEATURES



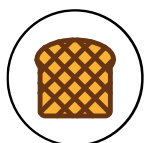
Clean Label



Crunchy Crust

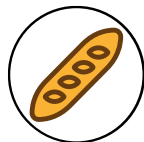


Soft Crumb



Homogeneous Alveolation

RECOMMENDED FOR



Baguette and Italian «Filone»



All kinds of Bread Mechanically Shaped



Pizza on Tray and Focaccia

DOSAGE



1% on the Weight of Flour





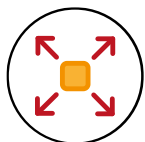
ELASTEN NCC

NATURAL IMPROVER TO INCREASE DOUGH EXTENSIBILITY

FEATURES



Clean Label



Maximum Dough Extensibility



More Workable Dough



Versatility of use

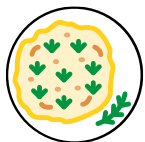
RECOMMENDED FOR



Crackers and Breadsticks



Pizza



Focaccia

DOSAGE



1% on the Weight of Flour



RELAXES GLUTEN, NATURALLY

M-ZERO

NATURAL IMPROVER TO DELAY MOLD GROWTH

FEATURES



Clean Label



Delays Mold Growth



Extends Shelf-life



Can replace Calcium Propionate

RECOMMENDED FOR



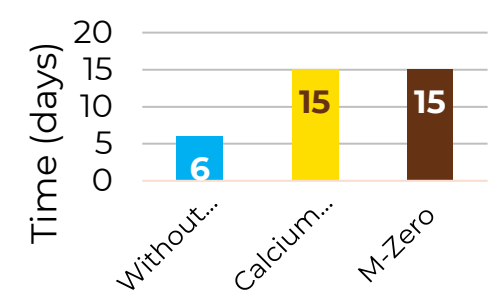
All baked goods, both Salty & Sweet, to delay Mold Growth.

DOSAGE



1% on the Weight of Flour

MOLD GROWTH IN BREAD





ACRYLENZYMES NCC

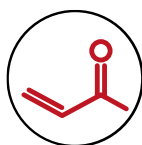
NATURAL IMPROVER FOR ACRYLAMIDE REDUCTION



FEATURES



Clean Label



Reduces Acrylamide up to 90%



Preserves Taste, Scent, Fragrance

DOSAGE



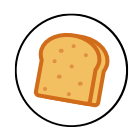
1% on the Weight of Flour
0,1% (Concentrated Version)

RECOMMENDED FOR



Products baked at high temperatures (> 120°C)

Such As:



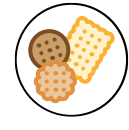
Rusks



Crackers, Breadsticks and Snacks



Crunchy Bread



Biscuits



Croissants



CEREALI (GRAINS)

A FLOURS AND SEEDS MIX WITH ALL THE ENERGY OF NATURE

FEATURES



Clean Label



With 7 grains:
Corn, Rye, Rice,
Barley, Wheat,
Oat and Millet



**Recalls
Authentic Tastes
of the past**

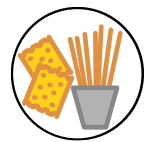


**Versatility
of use**

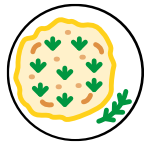
RECOMMENDED FOR



Loaves



**Crackers and
Breadsticks.**



Focaccia

DOSAGE



**3 kg of Nucleo®
+ 7 kg of Flour**





7 CEREALI

ALL THE ENERGY OF NATURE IN 7 CEREALS

FEATURES



Clean Label



With Mixed Seeds



Crunchy



Tasty

RECOMMENDED FOR



Loaves

DOSAGE



100%





CURCUMA (TURMERIC)

THE SPICY TASTE AND INTENSE COLOR OF TURMERIC

FEATURES



Clean Label



With Sunflower Seeds and Oat Flakes



Slightly Spicy Flavour

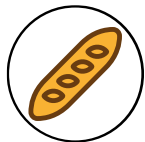


Characteristic Yellow-Ochre colour



Versatility of use

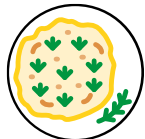
RECOMMENDED FOR



Crunchy Bread



Crackers and Breadsticks



Focaccia

DOSAGE



5 kg of Nucleo® + 5 kg of Flour





BREATY

THE RUSTIC CIABATTA BREAD WITH MALTED AROMA

FEATURES



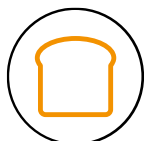
Clean Label



Malted aroma



With Cocoa & Mixed Seeds



Crunchy Crust



Soft Crumb

RECOMMENDED FOR



Rustic Ciabatta Bread

DOSAGE



100%





VITAMINIC

THE DARK BREAD WITH TOASTED SEEDS AND FLOURS

FEATURES



Clean Label



**With Toasted
Seeds and
Flours**



**Toasted and
Malted aroma**



**Versatility
of use**

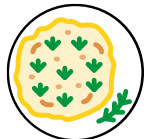
RECOMMENDED FOR



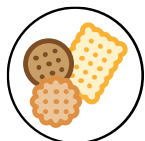
Loaves



**Crackers and
Breadsticks**



Focaccia



Biscuits

DOSAGE



**3 kg of Nucleo®
+ 7 kg of Flour**





MOKASSINO

BLEND OF MALTS AND ENZYMES, FOR DARKER BREAD WITHOUT SEEDS

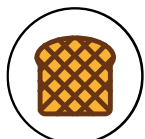
FEATURES



Clean Label



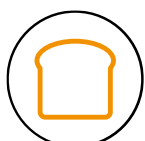
Darker Color



Improved Hole Structure



Increased volume

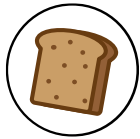


Thin and Crumbly Crust

RECOMMENDED FOR



Crunchy Bread



Sliced Bread



Crackers and Breadsticks



Pizza and Focaccia



Brioche and Croissants

DOSAGE



10% on the Weight of Flour





ACTIVE SOURDOUGH WITH WHEAT GERM CONC 4%

PERFECT FOR ALL KINDS OF BREAD, PIZZA AND FOCACCIA

FEATURES



Clean Label



Intense Scent



Easy to work
Dough



Replaces Fresh
Brewer's Yeast



Extends
Shelf-life

RECOMMENDED FOR



All Kinds
of Bread



Pizza and
Focaccia



Crackers and
Breadsticks



Brioches and
Croissants

DOSAGE



4% on the Weight of Flour





ACTIVE DURUM WHEAT SOURDOUGH

PERFECT FOR ALL KINDS OF BREAD, PIZZA AND FOCACCIA

FEATURES



Clean Label



Replaces Brewer's Yeast



Balanced and Savoury Taste



Improved Scent



Special Aromas



Intense Amber color

RECOMMENDED FOR



Big Loaves



Pizza and Focaccia



Crackers and Breadsticks

DOSAGE



4% of the Weight of Flour





PÂTISSERIE CRÈME GRAND CRU

NATURAL THICKENER FOR THE PREPARATION OF COLD CREAM

CHARACTERISTICS



Clean Label



Smooth and Shiny cream



Delicious taste

RECOMMENDED FOR



Preparation for Cold Cream

DOSAGE



100 g + Variable amount of water





DENSOCREMA 90

NATURAL THICKENER FOR THE HOT PROCESS PREPARATION OF FRESH PASTRY CREAMS

FEATURES



Clean Label



Natural Thickener



Smooth and Glossy creams



More Creaminess

RECOMMENDED FOR



Hot preparation of Pastry Cream

DOSAGE



90 g per Liter of Milk





MADRE 150 LIEVITATI

DRIED SOURDOUGH FOR LEAVENED CAKES

FEATURES



Clean Label



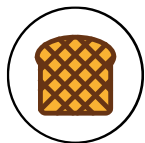
More Stable
and Easier
to work Dough



Softer Leavened
cakes, for longer



Excellent
volume



Wid Alveolation

RECOMMENDED FOR



Panettone,
Pandoro,
Easter Colomba
and other
Leavened cakes

DOSAGE



150 g Madre 150
Lievitati
+ 850 g Flour





PANETT-1 PLUS 2%

NATURAL IMPROVER TO INCREASE SOFTNESS AND SHELF LIFE

FEATURES



Clean Label



Extreme Softness



Increased Shelf-life



Pleasant Mouthfeel



Excellent Resilience

RECOMMENDED FOR



**Panettone,
Pandoro,
Easter Colomba
and other
Leavened cakes**

DOSAGE



**2% of the
Weight of Flour**





FOR THE ORIGINAL ITALIAN PANETTONE

FEATURES



Clean Label



Extreme Softness



Fresh for Longer

RECOMMENDED FOR



Panettone,
Pandoro &
Other Leavened
cakes

DOSAGE



100%



PATER®

LIFE INSIDE

INNOVATIVE MIX FOR BREAD, PIZZA, FOCACCIA, BREADSTICKS, CRACKERS, RUSKS AND MORE

FEATURES

- ✓ **Incomparable Meltability**
- ✓ **Chewability**
- ✓ **Fragrance**
- ✓ **Flavors & Aromas typical of sourdough**
- ✓ **Fresher Products**
- ✓ **Longer Lasting**

DOSAGE



Dose Pater® @ 10% calculated on the weight of your flour and Add the Ingredients of your favourite recipe.

DOWNLOAD THE RECIPES



Scan the QR code or click it to download the recipes





A unique blend with Live Lactic ferments & Enzymes



FEATURES

For
Large Leavened Cakes
and **Croissants.**

FEATURES



Clean Label



Intense
Flavors &
Aromas.



Improved
Chewability



Great
Meltability



More
freshness
for longer

DOSAGE



Dose Pater® @ 10%
calculated on the
weight of your flour
and Add the Ingredients
of your favourite recipe.



For
Pizza and **Focaccia.**

CRISTAL



NATURAL IMPROVER FOR UNLEAVENED RAW FROZEN

FEATURES



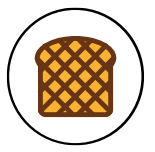
Clean Label



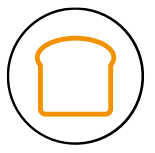
Excellent Volume



Warm color



Excellent Inner Structure



Uniform Crust

RECOMMENDED FOR



Unleavened Raw Frozen

DOSAGE

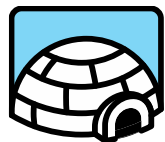


1-3% on the Weight of Flour





IGLOO



NATURAL IMPROVER FOR PRE-FERMENTED FROZEN

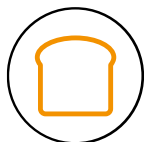
FEATURES



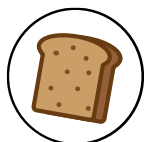
Clean Label



Avoids breaking effect on the Crust



Crumbly, Thin & Uniform Crust



Excellent Freshness

RECOMMENDED FOR



Pre-Fermented Frozen

DOSAGE



1-3% on the Weight of Flour



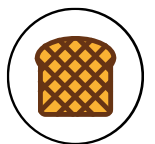
POLAR

NATURAL IMPROVER FOR PARBAKED FROZEN

FEATURES



Clean Label



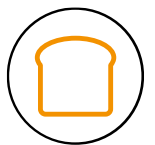
More Strength to Gluten



More Stability to the Dough



Increases volume



Reduces lack of Homogeneity of the Crust

RECOMMENDED FOR



Parbaked Frozen

DOSAGE



1% on the Weight of Flour





FROZEN



NATURAL IMPROVER FOR RETARDER PROOFING CHAMBER

FEATURES



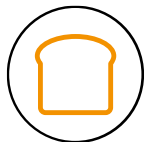
Clean Label



Controls & Stabilizes Leavening



Increases volume



Golden, Crispy Crust



Reduces Chewyness

RECOMMENDED FOR



Retarder Proofing Chamber

DOSAGE



1% of the Weight of Flour





FOUND SOMETHING INTERESTING ?

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HOBBS

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