

## Malt Products Introduces Innovation Lab



MPC has designed an Innovations Lab to help its food and beverage industry customers test ingredients, experiment with new formulations and gain insight into critical flavor and stability properties. The lab will be utilized for a wide variety of products, including baked goods, malt and oat-based beverages, creamers, nut butters, chocolates, confections, dressings & marinades, yogurts, as well as further the company's push into the burgeoning plant-based proteins sector.

Located in the company's Minneapolis office, the lab incorporates a variety of recent infrastructure investments including ovens, mixers, shearers, proofers, and temperature-controlled incubators, as well as analytical equipment such as spectrometers and instruments monitoring water activity and rheology. It collaborates with MPC's main manufacturing facility in Dayton, OH to help customers expediently transition from development to production.

The new space is a combination analytical zone and kitchen for product development and testing, sensory evaluation, and shelf life testing, allowing food & beverage companies to branch out into new ingredients and flavoring possibilities. The lab also features office space for meetings, problem solving, and interactive product and business development.

## New International Molasses Website

IMC recently launched a new, user-friendly website to help food & beverage manufacturers understand the applications and benefits of its unique product portfolio. **Click the button below to check out our new website – [www.internationalmolasses.com](http://www.internationalmolasses.com).**

Visit new website



## There are smarter ways to sweeten

Now that MPC has rebranded its core products, created a new corporate video and kicked off a three-part "Sweeteners with Substance" ad campaign, the company plans to introduce another print ad reminding beverage manufacturers that "There are smarter ways to sweeten". Malt Products offers numerous healthy, natural ingredients which can help food and beverage makers reduce the use of highly refined sugars and non-nutritive sweeteners. The ad will debut in the August issue of Food Business News. In addition, a new company website is well underway.

## MPC Adds Next-Gen Brewing System

This year MPC also incorporated a state-of-the-art brewing module at its primary manufacturing facility in Dayton, Ohio.



The PicoBrew Z is an automated brewing system providing real-time data and precision control, making it easier for beverage customers to experiment with various combinations of MPC's natural sweetener products.

Among other beverage industry niches, MPC's precision brewing capabilities are aimed at the exploding non-alcoholic beer landscape. The system allows for accurate, versatile experimentation with both traditional and innovative ingredients, including MPC's portfolio of malted barley extract.

The sophisticated system makes Malt Products an attractive partner for beverage customers who may not have access to such an exacting means of product testing and development. Combined with MPC's extensive manufacturing capabilities and capacity, it also reduces commercialization ramp up time for new or versioned brewed products.

## Company News



Food & Beverage Insider



Entprising Women

Over the past year, MPC has been featured in 100+ key print and online media outlets. All 2019-2020 press releases and editorial placements can be found in the Company News section of [maltproducts.com](http://maltproducts.com). Click on the button below to see what the media has been saying about us.

Click Here for Company News

## Upcoming Events

July 12-15 – IFT20 Virtual Expo – Chicago, IL

October 27-30 – Supply Side West – Las Vegas, NV

November 4 – IFT Suppliers Expo – Chicago, IL