

“Minimizing Minor Ingredient Cost and Cleaning up your Ingredients Label”

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Take Home

- There is no substitute for Time and Temperature
- Additives can increase bowl cost and add tangible benefits
- Additives can decrease cost and create negative connotations
- Encourage you to be prepared for food bloggers and social media
- Solve Food Problems and Fill needs
- Grape Skin and Grape Seed Flours

What does that mean?

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“Maximizing Minor Ingredient Cost and Contaminating your Ingredients Label”

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Is there anything wrong with my
current label?

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What benefits are most important to your Customer?

- Shelf Life
- Does it split when I fill it?
- Does it Stick?
- Price
- Fits their Lifestyle

Life Style

- Atkins, Weight Watchers, South Beach
- Serious Label Readers
- Natural, Organic, Non-GMO, Farmers Market
- Boomers
- GenX
- Millennia's
- Label Readers

Michael Gandy

- 77 Years old
- Lives in Florida
- Waited out Hurricane Irma
- Personal Survival Kit
- [Hurricane Irma Survival Kit](#)

Lifestyle

- Craft Beer
- Craft Wine
- NY Times Best Selling Book List

Who Should you Target?

- It Depends?
- Your Mission Statement
- Your Core Values
- Your Owners, Shareholders and Stakeholder Beliefs
- Branded or Food Service
- Lower Priced Low Value vs Higher Priced Higher Value

Who Should you Target?

- Your Transportation System
- Your Region
- Your Neighborhood Market
- Your Equipment
- Your Target market

NY Times Book List

- I am a product of the NY Times best selling book list
- UPS – No Pickup



NYT's Top 10 Book List

- Dr Mark Hyman
 - Put it back on the shelf
 - If it has more than 5 ingredients
 - If it has high fructose corn syrup
 - If it has hydrogenated or PHO's
- Michael Pollen
 - If you can't say it, Don't eat it
- The Daniel Plan
 - Faith, Food, Fitness, Focus, Friends

Word count = 82 / 17



- Enriched bleached wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, vegetable shortening (interesterified soybean oil, hydrogenated soybean oil and/or palm oil), and contains 2% or less of: salt, leavening (sodium bicarbonate, sodium aluminum sulfate, corn starch, monocalcium phosphate and/or sodium acid pyrophosphate, calcium sulfate), preservatives (calcium propionate, sorbic acid and/or citric acid), distilled monoglycerides, enzymes, wheat starch, calcium carbonate, antioxidants (tocopherols, ascorbic acid), cellulose gum, dough conditioners (fumaric acid, sodium metabisulfite and/or mono- and diglycerides).

How do I Replace?

Ingredients: Enriched bleached wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, vegetable shortening (interesterified soybean oil, hydrogenated soybean oil and/or palm oil), and contains 2% or less of: salt, leavening (sodium bicarbonate, sodium aluminum sulfate, corn starch, monocalcium phosphate and/or sodium acid pyrophosphate, calcium sulfate), preservatives (calcium propionate, sorbic acid and/or citric acid), distilled monoglycerides, enzymes, wheat starch, calcium carbonate, antioxidants (tocopherols, ascorbic acid), cellulose gum, dough conditioners (fumaric acid, sodium metabisulfite and/or mono- and diglycerides).

Replacement for Time and Temperature

Good

- Enriched Flour
- Water
- Shortening with additives
- Salt
- Leavening

Better

- Unbleached Flour
- Water
- Oil, Liquid at Room Temperature
- Sea Salt
- Yeast or SABP

Replacement for Time and Temperature

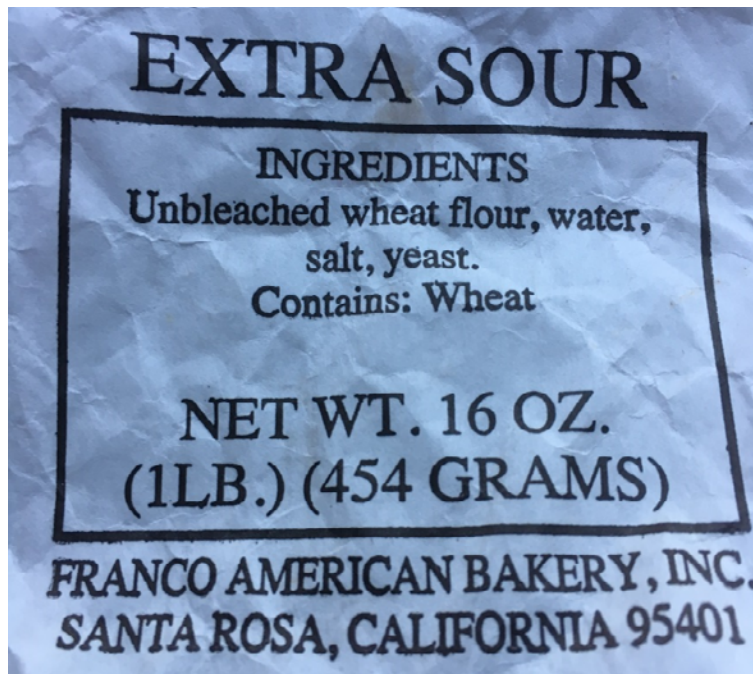
Good

- Preservatives and Acids
- Monos & dys
- Enzymes
- Cellulose gum
- Sodium Metabisulfite and or Monos

Better

- Grape Skin Flour, Citric or Tartaric Acid
- Time & Temp, Cooling
- Enzymes, Flour
- Fiber, Flour
- Enzymes, Time & Temp, Mixer & Oven

Word Count = 6 / 4



- Unbleached wheat flour, water, salt, yeast.

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Take Home Innovation

- Grape Skin Flour
 - 24-36% Dietary Fiber
 - Creates more yeast activity
 - Produces Tartaric Acid, promotes shelf life
 - Adds flavor
 - Adds color
- Grape Seed Flour
 - Contains up to 8% grape seed oil
- Equipment Selection
- Q&A