

# ALLINSON

# Brand Observed



Target Product Category : **Raising agent**

Name of the Product : **Yeast**



## Company overview:

Intent on providing bakers with nutritious and high-quality ingredients, Thomas Allinson established his first flour mill in 1892.

Allinson was a pioneer and fervently urged people to appreciate life's simple and healthy things and eat nutritious food. The core of everything we value now remains this mindset.

The Government finally accepted the nutritional value of wholemeal bread during the First World War when Allinson was in his 50s. He was even offered reinstatement to the General Medical Council. However, he turned it down. After all, he'd found a new outlet for his ideas on nutrition.

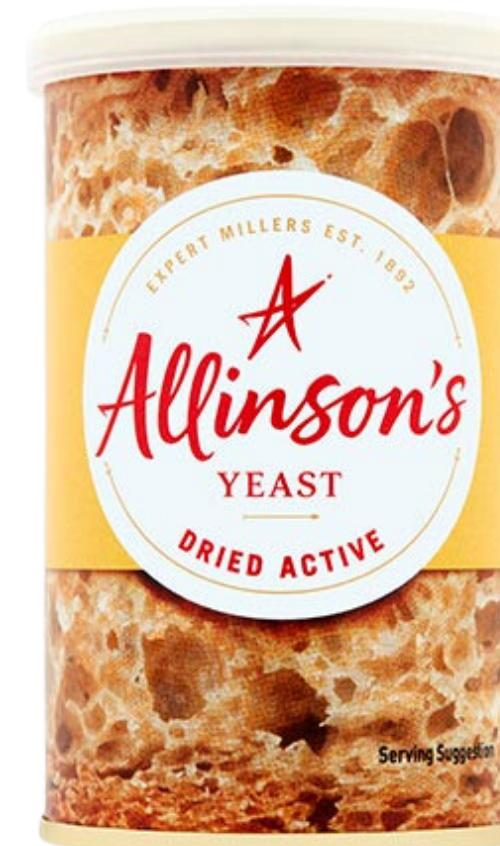
With the official acceptance that wholemeal was good for the nation's health, demand for Allinson's flours increased dramatically, and his company continued to expand after his death in 1918. Further, Allinson flour mills were soon opened in Newport, Monmouthshire and Castleford, Yorkshire.

His legacy, the Allinson brand, became a byword for wholesome, high-quality flour, producing wholesome, tasty, nutritious bread. This remains so to this day.



# NUMBER OF PRODUCTS:

- 1. Easy Bake Yeast
- 2. Dried Active Yeast
- 3. Allison's Time Saver Yeast





### **Allinson's Easy Bake Yeast**

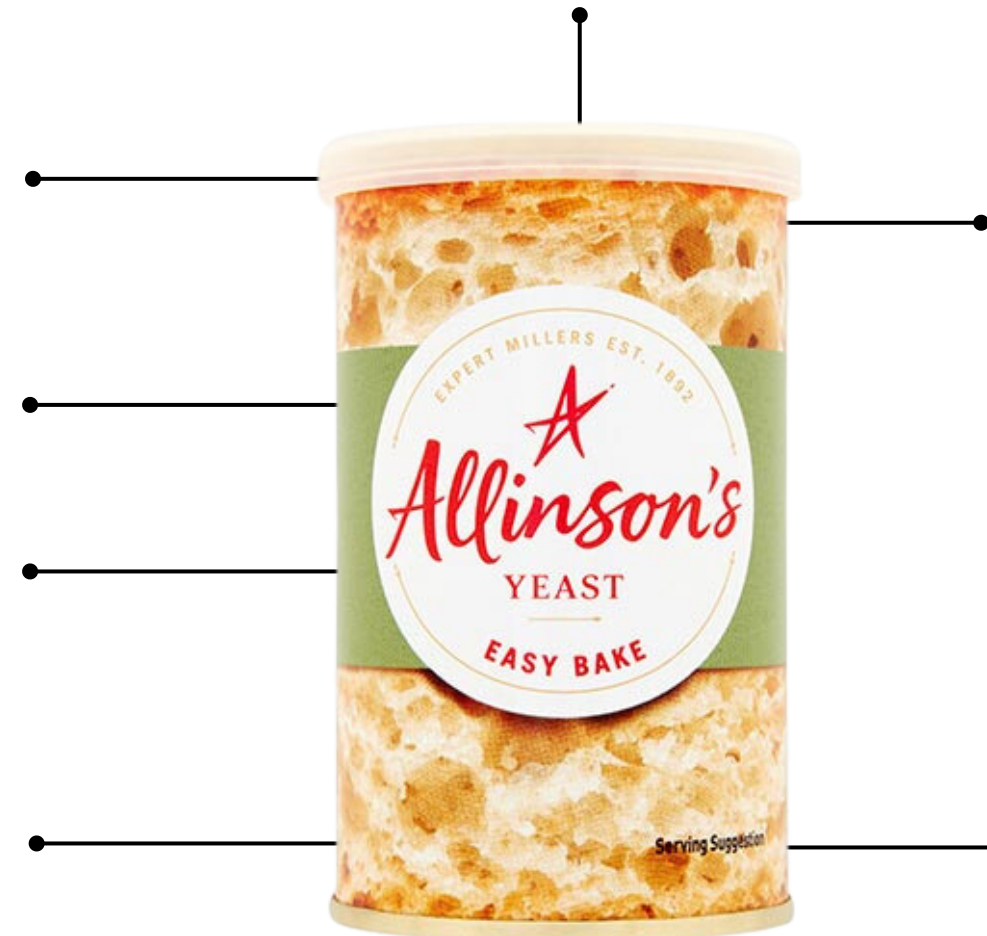
Allinson's Easy Bake Yeast combines dried yeast with Ascorbic Acid (Vitamin C), a bread improver. Vitamin C ensures the fast action of yeast, leading to a quick rise, and there is no need to 'knock back' the dough. One kneading and one period of proving are sufficient. The yeast can be used straight away and will be activated the second it comes in contact with the liquid. The product is best suited for hand baking and for use by bread makers.

**Flour Treatment Agent:**  
 Ascorbic Acid (Vitamin C)

**Emulsifier:**  
 Sorbitan Monostearate

**Primary Ingredient:**  
 Yeast (*Saccharomyces cerevisiae*)

**Storage:**  
 Store in a dry, cool environment. After opening it, keep it in the refrigerator with the plastic lid tightly closed. Use within 4 months of opening.



### **Preparation and Usage**

You can use this product for preparing food that necessitates using 'instant', 'quick', 'fast action', or 'easy blend' yeast.

For the best results every time  
 Hand Baking: 7g yields a large loaf.  
 Bread Makers: Please adhere to the manufacturer's guidelines. Before adding any liquid, add the yeast to the dry ingredients that have already been combined.

### **Dietary Information**

- Suitable for vegetarians
- Contains no nuts
- Gluten-free

### Allinson's TimeSaver Yeast

For quick hand baking, use Allinson's Timesaver Yeast. Your bake will prove in up to half the time if you use it whenever your recipe calls for "fast action," "quick," "instant," or "easy bake" yeast. One 11g sachet yields a big loaf.

**Flour Treatment Agent:**  
 Ascorbic Acid (Vitamin C)

**Emulsifier:**  
 Sorbitan Monostearate

**Primary Ingredient:**  
 Yeast (*Saccharomyces cerevisiae*)

**Storage:**  
 Store in a dry, cold environment. Once a sachet is opened, use it within 48 hours



### Preparation and Usage

#### For Speedy Hand Baking

You can use 1-time saver yeast sachet whenever a recipe calls for 7g of 'fast action', 'quick', 'instant' or 'easy bake' yeast. Your loaf will prove in up to half the time.

An 11g sachet makes 1 large loaf, so please follow your recipe method, ensuring your prove doubles in size before baking.

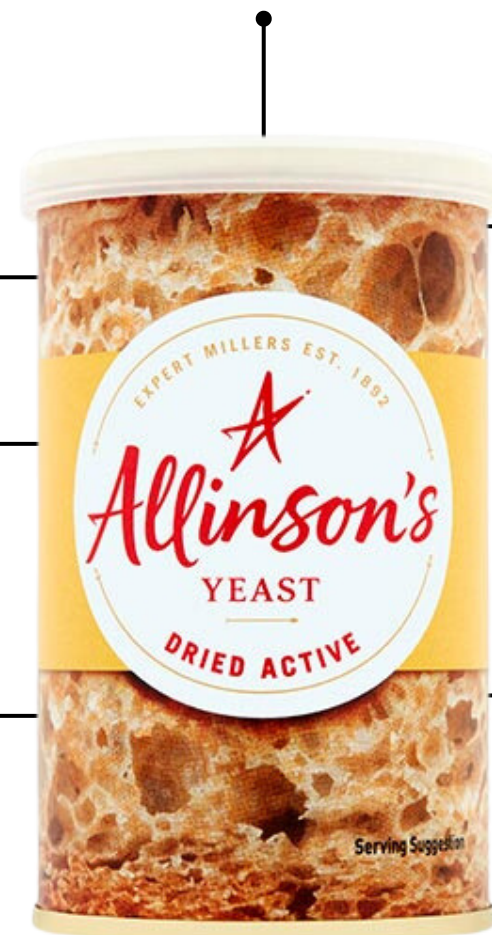
Pair with 500g Allinson's Bread Flour.  
 For the best results every time

### Dietary Information

- Suitable for Vegetarians
- Gluten-free
- Contains no nuts

### **Allinson's Dried Active Yeast**

The moisture has been drawn from compressed yeast to create Allinson Traditional Dried Active Yeast. It must be reactivated with water before use and is suggested for manual baking only; bread makers should not be used.



**Emulsifier:**  
 Sorbitan Monostearate

**Primary Ingredient:**  
 Yeast (*Saccharomyces cerevisiae*)

**Storage:**  
 Store in a dry and cool place. Keep the product refrigerated soon after opening with the plastic lid tightly closed. Use within 4 months of opening.

#### **Preparation and Usage**

The product should be reactivated in warm water before use. If you use a bread maker, try our easy-bake yeast instead because it is only ideal for hand baking. For the best results every time. Hand Baking: 7g makes 1 large loaf.

#### **Dietary Information**

- Gluten-Free
- Suitable for vegetarians
- Contains no nuts





The Food Research Lab is a global contract R&D facility offering product development services and a food and beverage consultant. The team of experts specializes in [cereal milling and baking](#) and formulates various products catering to consumers' preferences. The team takes all the necessary measures to ensure the product developed is successful in the market.







# Contact Us



UNITED KINGDOM  
**+44- 161 818 4656**



INDIA  
**+91 9566299022**



EMAIL  
**info@foodresearchlab.com**



WEBSITE  
**www.foodresearchlab.com**





**THANK YOU**