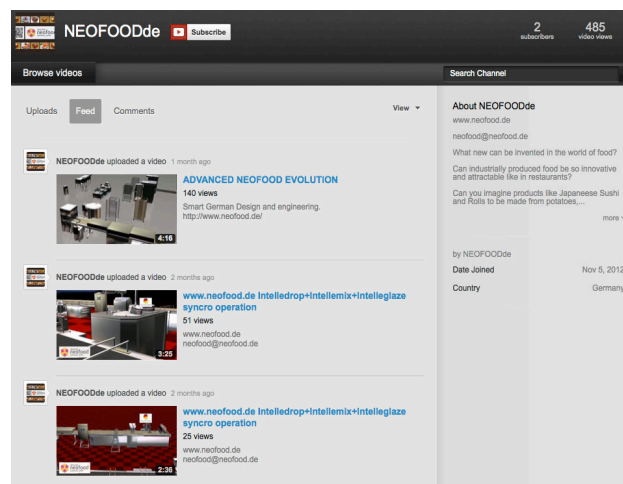




NEOFOOD: THE INNOVATION FOR THE INDUSTRIAL PRODUCTION

Making industrial food attractive: and the lines become TV stars

What happened in food industry? Now there are two main methods of giving food for people-home-made & restaurants and industrial food production. Restaurant food made from the same components as industrial one but much more attractive and innovative. Why not to make industrial food so much attractive and surprising as restaurant? For that technology at food plants should be flexible and technologists should be innovative as chiefs. Restaurants surprise customers every day-food factories may have the same ability.



In this issue we will talk about a very innovative company: just a look at their videos and one can realize that - <http://www.youtube.com/user/neofoodde>.

So excited with this idea we made creative complex for innovative snacks production which is used successfully in many plants in EU, Russia, Ukraine, Pakistan...

The target customers are sweets, bakery, confectionary producers, dairy, cheese and ice-cream plants, meat, fish, salads, chicken, snacks, convenience food, vegetables, pizza and frozen foods producers. So all food plants worldwide who make industrial packaged ready or semi-ready food. That Neofood line consists of modules which can be used as a separate machines for production of old-style products.

For example Inteolestamp can be used for production of center-filled balls and bars from nougat, gingerbread dough, halva, meat, cheese...

Many customers still want to use the machines just as ordinary forming machines to upgrade their existing lines. We advertise that machines in Classified for certain application. But always remind customers that in future these blocks can be united to obtain combined products – so system upgradeable. In this issue you will find the innovative machinery for industrial production of Dairy snacks.



"All our lines become TV stars!" says Alex Solovyev, Neofood CEO. We had a talk with him to bring to you his ideas and his new concepts for the food industry.

Dear Sirs!

It is high time for you to expand your product range. You want to launch something crucial which will totally change your current market situation? How? We have got the answer.

The first and foremost thing is that we have carried out a market research in many Asian & European countries. According to the data we have compiled, we can come to a definite conclusion that for the next years sweet che-

The variety of sweet cheese curds you can manufacture is huge. This is a real market tool and an incentive that undoubtedly works to attract target customers. Set your imagination free!!! Find the suitable shape and taste to your liking!!!



ese cakes are to experience a boom of its popularity all over the world. Dairy production in Russia, Hungary, Israel, Baltic sea countries and the CIS countries has already seen this tendency. We are real experts in this field as we have tested the water for five years! The countries and companies which started their cooperation with us in due time took the most

advantage by manufacturing sweet cheese curd thus boosting their sales for several times which triggered to generating more and more income.

Doctors hold the view that the most worthwhile thing about cheese curd is that, this product possesses numerous advantages. It has a very delicate taste. It is healthy and contains a lot of calcium.



During the last several years cheese curds have been so popular that this product has become an integral part of a daily ration of children.



- ▶ Round shaped
- ▶ Heart shaped
- ▶ Balls with different fillings

Different kinds of fillings:

- ▶ jams
- ▶ confiture
- ▶ condensed milk
- ▶ soft caramel and a like.



A product of FANNI, the leading dairy product manufacturer in the Ukraine. Our regular customer!



Chocolate tulip filled with curdled cheese mass !



Enrobed cheese cusds filled with small biscuit balls.

You can go even more further !

Three cheese curd balls with three different fillings and all coated with different color glaze or sprinkled with coconut chips and all in one package.

ARE YOU INTERESTED!!

We remain in close friendly contact with all our customers and together with them create and invent new products. That is why we invite all our new or prospective customers to visit factories and see how these products in reality are manufactured and ready to give them the recipe and technology of their production. We help to create new products too for our new customers. There are lot of other milk products, like che-

ese cake, which can be produced from "Cottage Cheese", a raw material used for making "Sweet Cheese Curds". Economically the product is very profitable as production cost varies from 0.06€ to 0.30€, for a 35-40gm packaged product, depending upon the consistency & quality of ingredients used.

We can teach, how to decrease the cost of the product from 0.30€ to 0.06€ , where the retail price remains 0.50€. Looking at the given profit margin, the product is one of the famous milk product among milk product manufacturers and fastest selling milk product because of its popularity among



A product of WIMM BILL DANN, Russia's leading producer of dairy products.

Our regular customer and one of the best friends.

not only children, but adults as in every adult there is a hidden child as well as those who have not tasted it in their childhood, will definitely take the advantage of eating it at older age. It is an healthy product rich in calcium and recommended by the doctors for all age groups. 🏠



Competition increases within the dairy and confectionery industry. How do you make sure you keep the edge in such a demanding market? We believe the answer is to offer your customers innovative products made on Neofood high-quality equipment which makes your production effective, flexible and gives consistently accurate product weights.

Well, well, you want more?

Here you are!!!

Enrobed sandwich like cheese curd with filling on biscuit base.

Cheese curds in a form of a daisy with a filling in the center of it on a biscuit base. Enrobed and decorated.

FINAL PRODUCT CHARACTERISTICS

PRODUCT : SWEET CHEESE CURD

Characteristics of ready products differs by each manufacturer and also depends on the technologist of the manufacturer of Sweet cheese curd cakes. For example,

1. Sweet Cheese curd cakes receipe 1.

Food value: on 100gm of a product

- Fat: 24,3gm (including milk fat 7,5gm)
- Protein : 7,3gm
- Carbohydrates: 36,6 gm (including sucrose 32,3gm)
- Energy Value: 395 Kcal

2. Sweet Cheese curd cakes receipe 2.

Food value: on 100gm of a product

- Fat: 25,7gm
- Protein: 6,9gm
- Carbohydrates: 35,2 gm (including sucrose 32,5gm)
- Energy Value: 400 Kcal