

Frigorifico Allana launches premium cake margarine for bakers

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Frigorifico Allana Pvt Ltd, one of the fastest growing food conglomerates in India rolls out Alfa, Edible Oils & Speciality Fats which equals the best in bakery fats that India has today. Understanding the needs of today's health conscious consumers, FAL produces a comprehensive range of high quality of oils and fats.

The move is a response towards the growing customer needs and an industry concern, over the role Trans Fatty Acids are playing in the increased risk of heart ailments in the country. The newly launched product, Alfa Cake Margarine by the group is a premium specialty cake margarine which has been specifically developed for Bar cakes, Muffins & Cupcakes.

"Alfa has the vision to be among the top two packaged edible Oils & Fats companies, offering the best value to consumers and be the most preferred supplier to bakery, foodservice and industry" says Maloy Chakravorthy, GM Sales & Marketing. He further adds, "Alfa gives you a wide range of premium quality fats that cater to the food, health and technical industries in India and worldwide and making it the healthiest option available in the market". The group is all set with a series of innovative products and will be launched in the near future in different phases.

Using Alfa Cake Margarine one can produce sponge cakes with fine texture, mouth watery feel and an excellent taste. It also gives a greater volume to the batter which results into more number of cakes. Alfa Cake Margarine also increases the shelf life for all types of cakes and provides a good balance of softness and good crumb colour. The Alfa Speciality Fats is for making pastries, cakes and croissants that are all purpose or can simply be used as spreads. These healthy fats are the preference of many industries, bakeries and households.

At present, FAPL and IFPL cater to the needs of end consumers and industries through strong presence across food categories like Edible oils & fats, Premium ice creams & Bakery ingredients. FAPL's strong R&D foundation and experience over three decades in the Oils & Fats business across the world helps it to deliver world class products that offer significant value to both consumers and Industrial customers. Edible oils & fats products are manufactured at its state of the art facility at Khopoli since year 2013.