



## Commitment to product improvement ●

Standing still means moving backwards – Dr. Schär's product quality is improving all the time



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At Dr. Schär's Research and Development (R&D) department, there is an ongoing urge to develop new products and improve existing ones. We aim to continually improve products with respect to their taste, as well as their texture or nutritional value. We evaluate our competitors' and mass market products and take our customers' taste requirements and preferences into account, evaluating our progress by means of regular consumer surveys and tastings. We remain conscious of the specific dietary needs of our core consumers. Removing or avoiding other common allergens within the ingredient profile of our products is important to us.

For example we do not include egg or milk proteins within our staple bread range and now use a lactose free cheese on a number of our frozen pizza products.

Underpinning the research and development process is our commitment to quality and safety. By fulfilling the twelve principles of our quality commitment, we ensure that our gluten-free products are high in quality, safe and natural.

# Dr. Schär's 12 principles of quality commitment

12  
PRINCIPLES.

1	<b>Nutritious raw ingredients</b>	Products that increasingly contain flours instead of starches. High proportion of whole grains. Use of millet, quinoa, buckwheat and sorghum and a lot more. Monitoring all raw ingredients.
2	<b>Taste</b>	Variety of baked goods. Use of sourdough to achieve the authentic natural taste of bread without sacrificing nutritional value.
3	<b>Protein content</b>	Comparable to that of conventional foods.
4	<b>Fibre</b>	A large number of products that are rich in fibre.
5	<b>Fat</b>	Use of high-quality vegetable oils and margarines. Use of hydrogenated fats only if it is a technical requirement to do so.
6	<b>Salt content</b>	Significantly reduced.
7	<b>Sugar</b>	Constantly reduced sugar content. Never use any chemical or artificial sweeteners.
8	<b>Additives</b>	Extremely responsible handling of thickening agents. No flavour enhancers or artificial colourings. Only natural flavourings.
9	<b>Preservatives</b>	Avoid using synthetic preservatives.
10	<b>Allergen management</b>	All raw ingredients and products are gluten-free (well below 20 ppm). Cross-contamination with allergens prevented.
11	<b>GMOs</b>	No raw ingredients derived from genetically modified organisms (GMOs).
12	<b>Eating out</b>	Supply restaurants with products & educational material making it 'safe' to eat out.

