



Start-up has a new snack in Egypt

Future Foods was established as a start-up company in 2016 near Cairo, Egypt. Its main focus is the snack market in Egypt and the MENA (Middle East, Near Asia) region and it has a particular speciality called a "Fretzel".



++ Currently, Future Foods produces crackers in different shapes and flavors under the flagship brand "Fretzel"

© Future Foods

+ Fretzels are flat, thin pretzel crackers, which have the same light crunchiness of a chip and the same sourdough taste of a baked pretzel. The distinctively shaped Fretzels pass through a caustic bath to add the distinctive sourdough pretzel taste, following which they are baked to perfection in a two-stage oven. Finally the Fretzels are seasoned in a variety of ten non-traditional flavors including cheese, pizza, sweet chili pepper, barbeque, olives and thyme and Mexican. These are then packed in 1.5 ounce single packages.

All raw materials are sourced locally and the ingredients as well as the recipes are standardized to produce the same great taste every time. An in-house Research & Development (R&D) department is currently working on new products and flavors.

The company is owned by a group of professional entrepreneurs who had previously held positions at different multinationals in a range of consumer goods. They recognised an opportunity in the snack market in the region and in October 2017 they started production. The snacks are produced on a large pretzel system. They are then packaged in

high-speed machines that protect the product in a tightly sealed pack resulting in less than 1 % breakage in every pack. The maximum capacity of the factory is 7,200,000 packs per month.



++ The Low Pressure Extruder from Reading Bakery Systems enables Future Foods to produce a wide array of products ranging from flat pretzels, pretzel shapes and sticks to bread snacks



© Reading Bakery Systems

++ Dryer discharge

The line starts with an AMF Batch Mixer, which feeds an automated dough handling- and forming-system from Reading Bakery Systems, Robesonia, USA. The dough handling system delivers the dough automatically to the low-pressure extruder. The extruder uses low-pressure to create a uniform dough flow, with whole, undamaged hard or soft inclusions. It creates a variety of structured and flat extruded snacks with the simple change of the compression head and forming dies. The extruder is designed to deliver consistent and efficient production, with each die forming unit featuring twin augers that meter a controlled flow of dough from the hopper, to the compression head, through to the forming die. As the dough is extruded through the forming dies, the band cutter slices the dough off at the die face. The rate of production and product thickness is controlled through a combination of the auger and band cutter speeds. Cutting blades of high-quality carbon steel are electro-statically coated with a food grade compatible material and can operate at speeds of up to 275 cuts per minute.

A Guillotine Cutter is used to create sticks and nuggets. A pretzel cooker is integrated to evenly cook the pretzels and ensure consistent texture, pH and color prior to the baking process. Product pieces are conveyed through a dipping bath or waterfall type application of caustic solution inside the cooker.

The line includes a Reading Bakery Systems Omega Dispenser for salt dispensing on the mini pretzels and sticks. There is a seasoning dispenser as well as packaging machines at the end of the line from TNA.

Reading Bakery Systems also delivered the oven and dryer system, a 2-pass convection oven measuring 24 m in length over a 12 m dryer. The Convection Zone is used as a setting, coloring, or drying zone. Combustion and make-up air is

We set our focus on your product!



KOENIG - YOUR PARTNER FOR TURN KEY PROJECTS

WE PLAN AND REALISE TAILOR-MADE SOLUTIONS FOR YOUR ENTIRE BAKERY

Koenig is your specialist for planning and equipping your entire production:

- MIXING & LIFTING
- DOUGH PROCESSING
- PROOFING SYSTEMS
- BAKING
- COOLING
- PACKING

Follow us on our digital channels.

scan here





++ The bakery is able to reach a Capacity of 400,000 Case monthly, which is the equivalent of 7,200,000 Packs monthly

heated in the penthouse and circulated into the baking chamber. The air is distributed to the product above and below the conveyor. Control of the exhaust, air temperature and circulation velocity allow the operator to control the product moisture removal rate for maximum quality assurance.

The 2-Pass option offers a dryer underneath a standard convection zone. The product passes through the baking chamber and is transferred to a second conveyor running in the opposite direction through the dryer positioned beneath the oven zone. Separation of the baking and drying process permits more efficient production of products requiring long dry times or those with greater mass.

Future Foods has more than 90 employees in total. Today production takes place in two shifts on a daily basis, with each shift being 12 hours long. George Magdi Soussou, Vice-Chairman and Operative Director told baking+biscuit international, that Future Foods is currently working at an average capacity of 2,500 tons annually. The products are distributed through a network of 18 direct distribution



++ George Magdi Soussou, Vice-Chairman & Operations Director

centers with more than 60 sales vans covering the majority of major Egyptian cities and different trade channels. Additionally an export department is developing new markets outside of Egypt such as Jordan, Lebanon, and Palestine.

Soussou: "Our sales are increasing month by month, although the introduction of a new product to the market takes time to grow."

Egypt is one the biggest markets in the region with more than 100 million people; it has a very attractive demographic profile with 50 % under the age of 24. Soussou stated, "Developing countries are a target audience for snacks and baked goods, as well as the on-the-go market for people who are on their way to and from schools, universities and their workplaces who are looking for a reliable meal replacement."

The current competition is from local players who focus on the traditional pretzel-shape and mainly sell unbranded bulk pretzels in stores and small haberdasheries. In the neighboring MENA region, Egypt is the main pretzel manufacturer and exporter of these types of snacks. +++

