



Soft Food Solutions
Food Ingredient Experts

History

Soft Foods Solutions was established by Mr. A.M.Tariq, who was the first Pakistani who qualified in baking science and technology from American Institute of Baking. After coming back to Pakistan, help from his friends and family Mr. Tariq was able to start a small bakery factory in Lahore, Pakistan. With his intense hard work and effort, along with his team he was able to establish Industrial size bakery units, where more than 2000 staff is working today. He was nominated as a Group Chairman due to his major participation and contribution in the business.

Among all these bakery factories Mr. Tariq established Soft Food Solutions to full fill the demand of high quality bakery and food ingredients and also to provide solutions to new and existing bakery factories. He also established bakery machinery manufacturing unit by the name Hamad Machinery & Engineering, where Pakistan's best and top quality machinery is manufacturing. Now along with Mr. Tariq these units are run and looked after by his beloved sons Mr. Hammad Tariq and Mr. Omar Tariq.

Introduction

Soft Food Solutions fulfills the need of the food industry by providing top quality food ingredients and intelligent working solutions. Many large and medium size factories are using SFS ingredients on daily bases. We believe in our quality and we care for our customers. We also conduct regular test and trials of our products to maintain the quality that we promise to our customers. We have also developed bakery test lab where we do in depth research and development on products around the world to provide best solutions to our customers.

Production Team

Soft Food Solutions have a very hard-working team in all departments. SFS have a very hygienic and systematic production facility. The facility is licensed by PunjabFood Authority. All of our Products are officially Halaal certified by SANHA®. The Halaal certificate is approved and recognized all over the world. We also provide regular microbiology reports of our products wherever needed.

Sales Team

Soft Food Solutions sales team is always active and ready to respond to our customers demand and need. We have highly skilled food technologists who conduct regular trials for our customers. We also provide consultancy to our customer on their products wherever needed. We try our best to resolve any kind of issues of our customers. Our priority is to keep our customers happy and satisfied with our products at all cost.

Tailor Made Products

We also provide tailor made products according to the demand and need of our customers. We can customize our ingredients specially for our customer's requirements. Also, these tailor^nade products are specially developed only for that specified customer and the recipe is not shared among other customers.

Bakery Improvers

Soft Food Solutions provide best quality bread improvers to their customers. All our bread improvers are formulated after a lot of bakery trials and tests. All the ingredients in our bread improvers are Food Grade and Halaal. We know our customers and, we know every customer has different demand and need. So, to make sure that we can satisfy our customers from all points of view, we have a range of bread improvers. All of our bread improvers can be used in all types of Bread, Burger Bun, Fruit Bun, Rusk, baguette and any other bread like products.

1. Soft-300:

Soft-300 is our most economical bread improver. This improver is developed for the customers who are price conscious and for the customers who are first time users of bread improvers. We have kept the best quality of this product when compared to other similar products of same price range.

2. Soft Plus:

Soft plus is our high quality bread improver. Soft Plus is developed for the customer who wants good product quality but also wants to keep the cost down. Soft plus gives great results and provides peace of mind to the baker from product quality and cost.

3. Ultra Soft:

Ultra Soft is our premium quality bread improver. This product is developed for quality conscious customers who want best quality for their products. With Ultra Soft a baker can achieve optimum level of quality in their products with confidence. This is our challenge that our customer will not find any other bread improver equal to Ultra Soft under same price range.

4. Crown-300

Crown-300 is developed specially to be used in burger rolls, burger buns, shawarma bread, pita bread and wraps. This product is used where products require delicate rise while baking. In burger rolls and bun Crown-300 keeps the product bite size with enhanced softness and improved crumb texture.

Specifications

Benefits of Bread Improvers:

1. Increases shelf life of the products by retarding and stalling process.
2. Improves volume of the product, crumb texture and crust colour.
3. Improves dough processing and machinability.
4. Improves gas retention of the dough and oven spring during baking.
5. Improves over all appearance and mouth feel of the products.
6. Improves flour quality for baking purposes.

Recommended Dosage:

Dosage is up to 0.3% on flour weight bases. (Maximum 300gms per 100Kg Flour). It is recommended that a baker should run some initial trials to set the optimum level of dosage.

Usage Procedure:

Add the recommended dosage of Soft Food Solution s bread improver to dry ingredients before addition of water. Add water and mix the dough at slow speed for three minutes. Then mix at fast speed up to the required development of the dough.

Ingredients:

Wheat Flour, Soya Flour, Anti Caking Agent, Ascorbic Acid, Enzymes: Funga Alpha Amylase, Lipase, Oxidase.



Cake Improvers & Premixes

Soft Food Solutions provide range of premium cake improver and premixes. All our Cake improvers and premixes are formulated after a lot of bakery trials and tests. All the ingredients in our bread improvers are Food Grade and Halaal. We can also develop cake improver and premixes according to our customer s demand and need.

Sponge Cake Premix:

Specially formulated for the Sponge cakes. This premix gives extra softness and keeps the product fresh and moist for longer shelf life. It also enhances the taste, flavour and colour. This is the best product for those tasty good looking Birthday and other party cakes.

Dry Cake Premix:

Specially formulated for the dry cakes. Dry cake premix gives soft and moist texture to the product which makes it easier for the consumer to chew and swallow. This product keeps the dry cake soft and moist for longer shelf life. Also enhances taste and flavour.

Pound Cake Premix:

Specially formulated for the pound cakes, muffins and fruit cakes. Our premix will help to give extra softness to the muffins and gives moist texture for longer shelf life.

Benefits of Cake Improvers and Premixes:

1. Gives Extra softness to the products.
2. Provide Uniform and even crumb texture.
3. Increase shelf life by keep the product moist and soft.
4. Reduce production cost by reducing machinability and by increasing number of products.
5. Enhance product flavour and taste.
6. Gives a great mouth feel.

Recommended Dosage:

Sponge Premix:300gPer 1Kg Flour.

Dry Cake Premix:200g Per 1Kg Flour.

Pound Cake Premix: 200g Per 1Kg Flour.

Note: It is recommended that a baker should run some initial trials to set the optimum level of dosage.

Sponge Cake Usage Procedure:

Add all the ingredients along with Soft Sponge Premix in your mixer bowl. Then mix it on fast speed up to the required development of batter (approximately 4 to 5 minutes). **Note:** Mixing time will be different for each mixer depending upon its RPM.

Dry and Pound Cake Usage Procedure:

Add recommended dosage of Soft Dry Cake Premix to dry mixture of flour and baking powder. Mix the Soft Dry Cake Premix along with flour and baking powder and add to the mixing bowl. Mix to the required development of the batter.

Ingredients

Skimmed Milk Powder, **Emulsifiers:** DMG-E471, **Leavening Agent:** Baking Powder, **Hydrocolloids:** Xanthan Gum, Corn Starch & Wheat flour.

Pound Cake Improver



Sponge Premix



Dry Cake Premix



Defatted Soya Flour

The defatted Soft Soy Enzyme Active is a product obtained from selected grains produced under strict quality control and process, with active enzyme system, high protein and calories, with excellent levels of protein solubility. After thorough research for defatted soya flour around the world, we have introduced the best quality of defatted soya flour at affordable price. Soft Soy Defatted soya flour keeps bread soft and moist hence increases the shelf life. Soft Soy is Halaal Certified.

Benefits of Soft Soy Defatted Soya Flour:

1. Soft Soy helps the product to retain moisture and keeps its soft
2. Soft Soy increase shelf life of the product by keeping it soft.
3. Gives extra whiteness to the crumb colour.
4. Increases production output.
5. Soft Soy improves moisture retention and help lower fat absorption in fried items such as donuts, tortillas, chips, and other fried doughs.

Recommended Dosage:

One percent on flour capacity. 1kg Soya Flour in 100 Kg flour.

Note: It is recommended that a baker should run some initial trials to set the optimum level of dosage.

Usage:

Add Soft Soy to the flour along with the other ingredients.

Ingredients:

100% Defatted Soya Flour.



**Defatted
Soya Flour**
(Enzyme Active)
SOFT SOY

FAST Instant Dry Yeast

After a lot of bakery trials and tests, we manage to introduce the best quality instant dry yeast to our customers. FAST® instant dry yeast shortens fermentation time and gives faster rise in less time. Our FAST® Instant Dry Yeast is Halaal Certified.

Benefits:

1. Shortens fermentation time greatly.
2. Gives strong proofing properties.
3. Easy to use directly added to the flour.
4. Improves bread quality and bread texture.

Recommended Dosage:

1.0% to 1.2% on flour weight.

Usage Procedure:

Add to the flour along with other ingredients.

Ingredients:

Yeast, Sorbitan Monostearate

FAST
Instant Dry Yeast
Sugar Tolerant





“Food
Ingredient
Experts”

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