



the nature network®

Martin Bauer Group

Super  
Fine



by Martin Bauer Group



# A SUPERFINE FUTURE

In our effort to share our botanicals with consumers in the most natural way, we asked ourselves a simple question. How can we process botanicals as minimally as possible while preserving all the natural goodness and amazing flavour? After years of development, we're proud of our ingeniously simple process. We take the finest ingredients, intelligently clean them with utmost care, and then mill them real fine – or as we say, super fine – without using any additives or carriers. The resulting botanicals might be small, but they pack a big punch when their flavour reaches your mouth in a SuperFine taste explosion.

## FIT FOR TODAY AND TOMORROW

The shift to natural ingredients and more health-conscious eating is in full swing. During this time of exciting change, the Martin Bauer Group is creating new opportunities with SuperFine – our 100 % natural range of finely ground powders for food and drink. SuperFine is sourced from the highest-quality botanicals, delivering the flavour and nutrition that fit perfectly to today's consumer lifestyles and tomorrow's trends.

## SAVOUR THE FLAVOUR

SuperFine is your new essential ingredient for innovative food and drink creations. Its bold flavours, ample nutrition and smooth textures come from the finest raw materials and state-of-the-art production processes. With intense and incomparable culinary characteristics, SuperFine can transform recipes in both taste and nutrition – meeting the diets and demands of today's consumer. What's more, the smooth textures of SuperFine powders never get in the way of taste, allowing consumers to truly savour every experience.

## MATCHA-LEMONGRASS-GINGER

Refreshing Lemongrass note with Matcha taste and a hint of ginger. Pleasant spicy taste, lemon like.

**Ingredients:** SuperFine Green Tea Matcha Tencha Organic, SuperFine Lemongrass Organic, SuperFine Ginger Organic.



# HARNESS THE POWER OF THE PLANT

## BE A TASTE TREND-SETTER

Highly competitive and always striving to innovate, the food and drink industry introduces new products every year that fight for the time and attention of consumers. Created specifically for today's manufacturers, SuperFine is a reliable source of true innovation, great taste and natural ingredients. Companies of all sizes can bring exciting new products to market – such as Turmeric Bread, Beetroot Ice Cream and Salty Rosemary Chocolate – working in close collaboration with the Martin Bauer Group. With multiple flavours and endless possibilities, SuperFine is ready to help your business adapt to changing tastes and develop brand new creations.

## YOUR NOT-SO-SECRET INGREDIENT

From ice cream and chocolate to cereal bars and coffee, SuperFine powders can be added to a seemingly endless list of food and drinks. Our powders can be the inspiration for an entirely new creation, such as a mate-flavoured yogurt drink, or they can add new twists to well-known classics, such as instant coffee with liquorice. As consumers seek healthier options for their favourite snacks and beverages, SuperFine enables you to further grow with better-for-you products that don't compromise on taste. It's not a question of what SuperFine can do. The question is: what will you do with it?



ICE CREAM



CEREAL BARS



CHOCOLATE



BAKED GOODS



COFFEE



DAIRY





# THE WORLD'S FINEST BOTANICAL POWDERS

## PICKING ONLY THE BEST

When selecting raw materials for SuperFine, Martin Bauer pays close attention to sensory properties, while also partnering with reliable and trustworthy sources.

## PRESERVING INTENSE FLAVOUR

After sorting the raw material, our mabatherm® process guarantees the highest level of microbiological safety while preserving precious ingredients and taste.



## STAYING NATURAL ALL THE WAY

In the SuperFine Mill – our exclusive in-house production – the botanicals are micronized into a fine powder. No processing aids are used, keeping the product 100 % natural and free from any allergens.



## CREATING THE FUTURE OF TASTE

The result is the distinctive and delicious SuperFine powders with smooth textures and intense tastes. In the future, Martin Bauer will offer certified organic SuperFine powders, whenever possible.



## PROCESS OVERVIEW

### BOTANICALS

1



### mabatherm®

2



### SuperFine MILL

3



### SuperFine POWDER

4





# THE NEW BOTANICAL LIFESTYLE

## CREATING THE NEW NORMAL

Eating and living healthy is no longer reserved for New Year's resolutions. Today, clean-label ingredients and healthy eating habits are integral parts of everyday life. People are also trending toward plant-focused diets, such as the flexitarian lifestyle that encourages mainly plant-based foods while allowing meat in moderation. Consumers are focusing on not only what they're consuming, but also how it's made and where raw materials comes from. SuperFine is designed for this conscientious – and becoming mainstream – way of living and eating. As botanical flavour profiles become more interesting to consumers in both the U.S. and Europe, now is the time to innovate.

## SEEKING ALL-NATURAL GOODNESS

Botanicals are trending upward across the globe in almost every food and drink category. From trees and flowers to well-known spices and beyond, consumers are open to exploring new botanical ingredients – for both taste and nutrition. Botanicals have potential not only in common foods, but also in new spaces, such as spices in soft drinks. Furthermore, natural sweeteners are replacing sugar, while plant-based and vegan diets are gaining in popularity. Manufacturers must navigate this changing lifestyle with innovation.

### HEMP BAR COCONUT-CINNAMON

Mild, tenderly melting pleasure with refreshing grated coconut and spicy ceylon cinnamon.

**Ingredients:** Raw cocoa mass, hemp seeds, dried coconut blossom nectar, cocoa butter, coconut flakes, almonds, SuperFine cinnamon, acerola.





# GET A BURST OF FLAVOUR WITH SUPERFINE

Diverse in offerings, rich in taste. The SuperFine range consists of more than 50 powders, ranging from well-known plants such as peppermint and matcha to more exotic offerings such as star anise and rose petals. Each botanical powder can be the starting point or final touch for new creations in a variety of categories – ice creams, chocolates, cereal bars, teas and coffees, dairy products, baked goods and so much more. No matter which SuperFine variety you utilise, your products will be made to satisfy.



## DAIRY & DAIRY ALTERNATIVES

### Soy Yogurt Rooibos-Rose

A new go-to morning snack for health-conscious consumers. Start with soy yogurt, then add SuperFine Rooibos and SuperFine Rose Petals for a delicious mix of sweet and sour.

## COFFEE

### Iced Coffee Peppermint

For the coffee aficionados, brew a refreshing new twist. The minty notes of SuperFine Peppermint balance perfectly with the well-known notes of instant iced coffee.



## ICE CREAM

### Beetroot Ice Cream

The taste of summer, updated. Add SuperFine Beetroot to a dairy ice cream base to create a sweet, earthy, fruity and slightly spicy flavour.

# CALLING ALL CHOCOLATE LOVERS

All around the world, chocolate is enjoyed tonne after tonne, thanks to its sweet and sometimes even savoury tastes. With its naturally bold flavours, SuperFine can help manufacturers, marketers and retailers create new chocolate experiences and drive growth. In brand-new products and classical infusions, our all-natural ingredients hit the taste mark. What's more, chocolate is the perfect food for experimenting, especially during festive seasons and holidays. While consumers today are more health-conscious, they still view chocolate as an acceptable way to indulge their sweet tooth.

## SALTY ROSEMARY CHOCOLATE

Nice interaction of sweet chocolate with salty taste of the sea salt combines with a fresh and pleasant Rosemary note.

**Ingredients:** Dark Chocolate, SuperFine Rosemary Organic, Sea Salt.



## NEW TWISTS, HEALTHY TASTES

SuperFine adds natural flavouring to the familiar sweet treats we all love – and even has the chance to enhance chocolate's nutritional aspects. Explore the possibilities of how SuperFine can elevate chocolate to new levels.

- Add hints of all-natural botanicals to chocolate bars, truffle fillings, and candy
- Create intensive taste sensations without adding any artificial flavours
- Use trending botanicals, such as beetroot or mate, to enhance the classic flavours of caramels and nut-based chocolates.
- Enjoy beloved flavours, such as ginger, now in a 100 % natural way
- Combine chocolate and confectionery creations with tea ingredients
- Experiment with trending health ingredients, including turmeric, lavender and other superfoods
- Create naturally bright colours with beetroot, turmeric, and matcha – enabling claims of “Contains no artificial colours”
- Keep labels natural and clean



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