



Gluten-free Food Products From Brewer's Rice

TECHNOLOGY DESCRIPTION

This technology focuses on producing gluten free food products to reduce the harmful effects of gluten which includes autoimmune disorder and celiac disease.

TECHNOLOGY FEATURES

This technology utilizes rice as the main source to produce gluten-free pretzel. Brewer's rice is a fraction of rice grain which is a low value by-product of rice milling industry. Brewer's rice used as low grade animal feeds and it is sold to the brewing industry for mixing with barley. The rice pretzel produced with this technology is not necessarily for celiac people but it is suitable for all types of consumers.

ADVANTAGES

- Low fat snack
- Alternative food for celiac sufferers who are intolerance to gluten
- Safe cost

INDUSTRY OVERVIEW

Prospect Industry: Pretzel and Bakery Goods Producers

The increasing demand for convenience foods, the snacking trend due to a boost in disposable incomes and the requirement of healthy snacks are driving the global pretzel market. Pretzels contain less fat as compared to other savoury snacks; and the introduction of gluten-free pretzels shall further enhance this demand. This gluten-free pretzel introduces the use of Brewer's rice instead of the traditional wheat flour. This opens the market to both those who can and cannot consume gluten. Malaysia is currently growing in the pretzel industry with major players such as Auntie Anne's and Wetzel's Pretzels dominating the market. These gluten-free pretzels have potential to be commercialized through these outlets. Supermarkets/hypermarkets lead the distribution channels of the global market with a share of about 65%. North America and Europe dominate the global market. The increasing disposable income in Asia-Pacific supports the growth of the market in the region, wherein, India and China are seen as the major markets. The Americas dominate the global pretzel market due to the presence of many established vendors and health-obsessed population. Snyder's-Lance, the major vendor of pretzels in the United States made USD 397 million through sales in 2016. The global market is expected to grow at a CAGR of 2.7% by 2022. The production of these Brewer's rice pretzels requires the use of extruder equipment.



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