



Product data sheet

The Master Martini mixes are renewed under one brand

A new year and new products to relaunch the FiorFiore brand. The line of confectionery and bakery mixes created by Master Martini has been renewed by changing its image and has been expanded by launching a host of new products with the aim of being more attractive and to respond to customer expectations in a timelier fashion.

Master Martini, the Unigrà brand dedicated to the artisan channel, has always offered **professionals of the confectionery and baking sector with a wide range of dedicated products**: including margarine, chocolate and substitutes, non-dairy creams, mixes and improvers, as well as water based fillings, sugar pastes and products for frying. Professionals can therefore choose the best products for their requirements to organise their work more efficiently, avoiding waste and optimising labour costs. The company has chosen Sigepe 2016 for the grand relaunch of the line of mixes and improvers: a constantly growing product category despite the long period of standstill in the market.

FiorFiore shines at Sigepe

Master Martini takes on the market by focusing on strengthening a brand with great potential, FiorFiore, revamping it with a new and attractive image. FiorFiore will encompass all the Master Martini mixes, bringing all the confectionery and baking products under one brand. The two lines will be differentiated by **easily identifiable colour codes** for **destination of use: red for confectionery, orange for bakery**.

A major revamp for both the image and the product.

Three new products have been added to the original range **FiorFiore Pasticceria. Supreme** (a mix for croissants and brioches), **Pan di Spagna Concentrato** (a concentrated base for sponges and swiss rolls) and **Superb** (a mix for cold-preparation custard cream). In addition, all the formulations in the range were tested and updated based on the latest technologies, to make advances in the quest for quality and the best possible service that have always been the hallmark of the Master Martini offer.

The assortment of **FiorFiore Panificazione** has also been expanded with the launch of two new mixes, an improver and an adjuvant:

Pan Casale: a mix without emulsifiers and with natural yeast for preparing a dark multi-cereal bread with a rustic flavour, in line with modern food trends.

Crackers: A mix without hydrogenated fats for the preparation of crackers, breadsticks and other bread substitutes which are golden in colour, crisp and flaky.

Virtus: the ideal improver for direct or leavening control processes for small and medium sized loaves that require a strong initial boost and seasoned bread.

Agile: An adjuvant for all types of unseasoned bread, designed to guarantee high performance without resorting to the use of emulsifiers for both direct and leavening control processing.

www.unigra.it

Master Martini press office

CREA Public Relations

Fabrizio Conti Riva - mobile phone +39 349 5486190

Stefania Casagranda - mobile phone +39 393 9994515

Giulia Lavaggi - mobile phone +39 3666158295

Tel. +39 051 2961230 e-mail press@creacomunicazione.com