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CRUEMEL®

This remake of a ready to bake mixture satisfies the aspiration of the modern customers after fresh, varied and simple to prepare convenience products and the consumption of natural and local ingredients. Cruemel® is a high quality chilled food product, a dessert which is served warm. The combination of fruity freshness and natural finish raw materials rounds this distinctively and clear master plan up and so Cruemel® tastes like self-made and there is no similar dessert you can compare it with.

The main part of the package, the fruit-sauce-mix, is pasteurized at ambient temperatures with an innovative high pressure technology (HPP) and has to be stored under chilled conditions. Therefore it is durable for a few weeks without a loss of quality. That's why we can provide a clean label without using any artificial additives. The apple pieces keep their firm texture and their natural color because of using HPP. A touch of vanilla in the fruit sauce caters for a well-balanced rate of sweetness and sourness. After baking the ready to use raw crumbles, they stand out through a crispy and natural taste which is prevented by using materials like whole flour and oats.

All ingredients for Cruemel® will be delivered from local suppliers, so we can reduce the carbon footprint within the whole chain of production. The package material is certified after the Forest Stewardship Council (FSC), so the whole packing is eco-friendly. Especially the tray which can be used for baking and serving consists to 100% of leaves of the areca palm. The use of these leaves is a perfect example for recycling rubbish.

