



# ADVANTAGE

BAKERY TECHNOLOGY UPDATE

FALL 2000

## *SuperMom's Gets Fresh With Moline*

"Fresh" is a key word for SuperMom's Bakery of Minneapolis. Each night, SuperMom's ships 6,000 dozen freshly made donuts, pastries and cookies to SuperAmerica convenience stores (Speedway SuperAmerica LLC) throughout the Minneapolis / St. Paul metro area, southern Minnesota, and western Wisconsin.

As manager of the central bakery serving 200-plus SuperAmericas, Pete Nowicki faces a challenging task in delivering not frozen, but fresh-baked products to early-morning c-store patrons. "Both capacity and continuous operation are incredibly important,"

Nowicki says. "With such a tight timeline, we can't afford delays due to equipment problems."

SuperMom's meets demand by partnering with Moline Machinery, whose Duluth plant is just two hours north. Moline recently completed an automated line for SuperMom's featuring innovative technologies to improve product quality and plant efficiency.

With installation of the full-variety donut and danish line, SuperMom's already is experiencing positive results. At a capacity of about 1,200 dozen donuts per hour, the production that used to take two

shifts now takes just one.

Moline benefits as well. The 60-year-old manufacturer is utilizing SuperMom's as a real-life extension of its test bakery and research and development department. Moline will closely monitor new-technology performance on site under actual working conditions. The input will assist Moline in fine-tuning designs and developing the next generation of industrial baking equipment.

Among the cutting-edge technologies in place at SuperMom's are YOGA II, Moline's newly upgraded stressless dough sheet former, Clean-In-Place

See **SuperMom's** on Page 2

### *In this issue*

- **Company cookin'**  
Moline partners with SuperMom's
- **Hot design**  
New Shallowkettle™ fryer is cool
- **All news**  
Brochure series highlights baking equipment



(SuperMom's continued from Page 1)

technology, a stainless-steel spiral conveyor, and a continuous filtering system in the super-efficient gas fryer.

Clean-In-Place, or CIP, technology offers SuperMom's another distinct time and labor savings. CIP belt wash tanks provide constant or on-demand automatic cleaning of the belts. The continuous proofer also features a CIP system for each proofing tray. Time that



used to be spent sanitizing the old line is now spent in full-board production.

Of course, efficiency is meaningless without quality. SuperMom's has found

that good taste and texture are not sacrificed for speed and uniformity on the new Moline line. "Our customers want a great-tasting product that's fast, fresh, and affordable. We need to deliver that every day to ensure repeat business. That's always been our goal, only now we can do it more economically," Nowicki says.

Partnering with Moline definitely has refreshed SuperMom's.

## New Moline Fryers Feature Innovative Shallowkettle™ Design

Moline Machinery continues to be a leader in the baking industry through research and development. Its latest innovation is the Shallowkettle™ fryer, designed to hold less oil and to be cleaned in less time.

Be assured, though, that it's filled to the brim with advantages – for production and for sanitation.

The Shallowkettle™ requires up to 30 percent less cooking oil; lower oil volume in the kettle requires less energy to heat. Thus temperature control is more accurate, and recovery is faster.

With less oil, its turnover in the kettle increases. This, in turn, minimizes the formation of free fatty acids and sediment "burn-on," resulting in better-tasting, fresher bakery products.

Another production plus is that the Shallowkettle™ is available for use with gas or electric heat systems.

The advantages of the new fryer design don't stop there. Sanitation is streamlined.

Collection sumps are strategically located at the product entry point as well as under the turner. (See Figure 1: A-A.) Sediment such as flour, starch, cinnamon, and fruit fillings from the products being

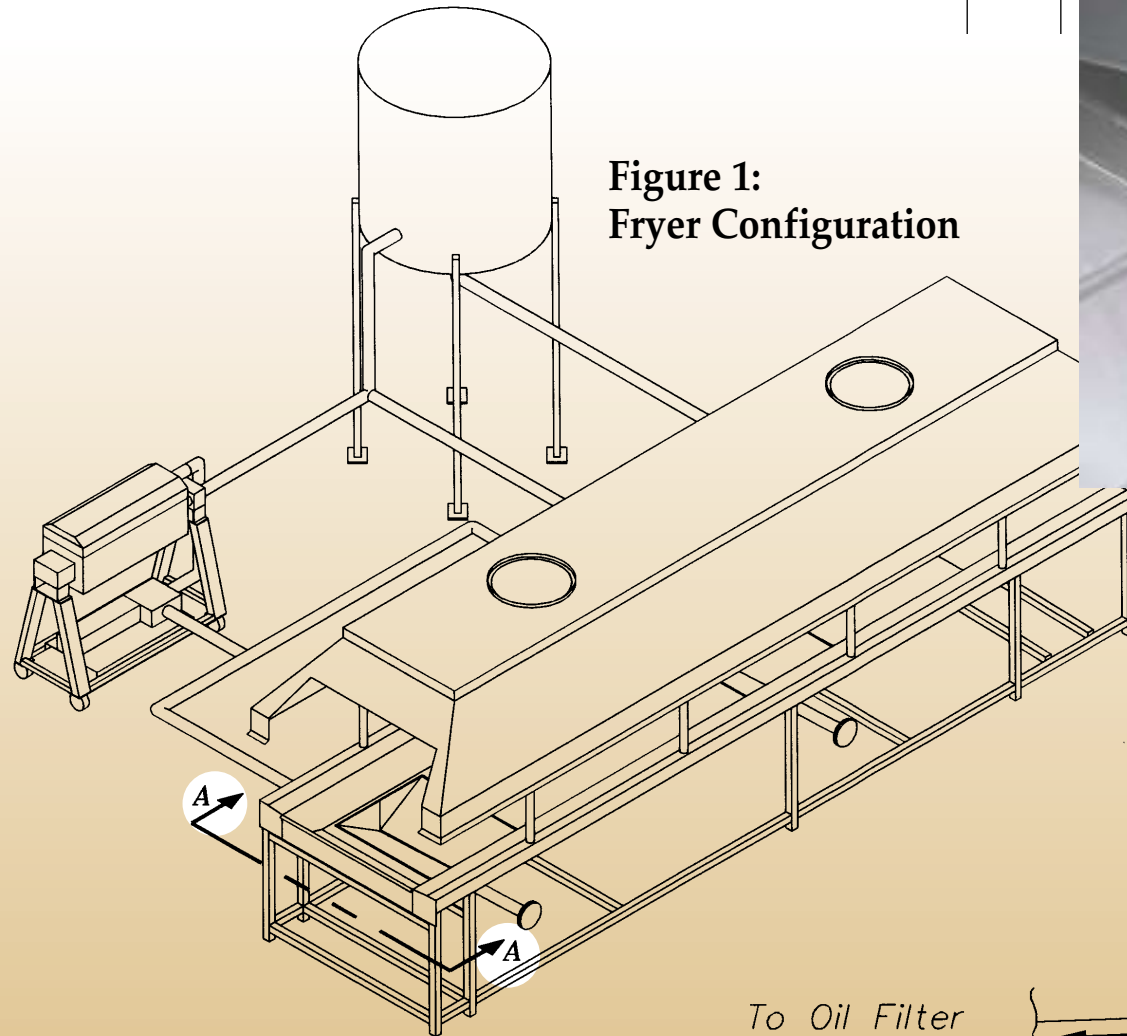
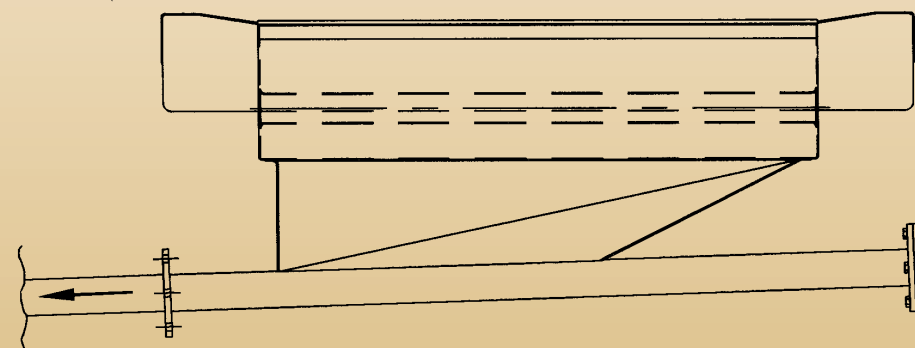


Figure 1:  
Fryer Configuration



A-A:  
Sectional Drawing of Sumps



fried is collected away from the heating elements. This not only maintains a more precise oil temperature, but it also adds to the durability and dependability of the heating hardware.

The Shallowkettle™ design features flanges and piping that connect easily to either continuous- or batch-filtering systems. The fryer also provides the option for more efficient cleaning or boiling-out without filtering.

All in all, Moline Machinery once again is meeting the needs of the baking industry with innovative equipment that's efficient, durable, dependable – and, it follows, profitable – for its customers.

# New Brochures Now Available

Moline Machinery wants to keep you informed of the latest innovations in baking machinery and techniques. Besides this newsletter, it has published a series of brochures outlining Rotary Cutters, Sheeting Technology, Frying Systems, and Make-Up Lines.

Since 1945, Moline research and development have kept pace with the



demands of the baking industry. The firm's employees welcome production challenges as they put their expertise to work. Their inventive solutions have helped to maintain Moline's rating of world-class quality. Please contact us, and request any or all of our informational brochures. We'd be happy to hear from you.

## Moline Will Travel



Moline Machinery once again will participate in the iba 2000 trade show, beginning Sept. 29 in Munich, Germany.

Moline will feature high-volume frying and finishing equipment for industrial donut production. The display will include the latest in electric fryers, make-up techniques for cake and yeast-raised donuts, and continuous icing/glazing machines.

The baking industry trade show has been held in Germany since 1874. The event provides a comprehensive

overview of the most up-to-date developments in production technology, in the area of raw materials, and in marketing and business organization. It is considered a driving force for technical progress in the international bakery industry and an excellent forum for the exchange of professional information.

Iba 2000 will feature about 1,000 exhibitors from more than 30 countries. The last event had about 90,000 visitors from 112 countries.

## Web Site Gives Insight

Moline is wired and eager for you to check out its Web site. Log on to [www.moline.com](http://www.moline.com) for a comprehensive look at Moline Machinery and what it has to offer you and the baking industry. You'll find all you want to know and more.

