

SPECIALTY FLOURS

BAKING BETTER WITH BARLEYMAX®

TAKING GUT AND HEART HEALTH TO THE MAX

MAURI to distribute BARLEYmax®

Did you know?

- 50% of all Australians have some form of gut health complaint
- 1 in 6 Australians are affected by cardiovascular disease

Few things in life are more important than good nutrition. Increasingly, it's what Australian families are asking for and based on statistics like these, it's no surprise.

With this very much in mind, MAURI is proud to have recently entered a new license and distribution agreement that will allow Bakers to bake with a high-nutrition grain called BARLEYmax®.

The agreement with BARLEYmax® owners, The Heathy Grain, began in December 2019 and gives MAURI access to the BARLEYmax® technology developed in conjunction with the CSIRO. It means you will very soon be able to offer your customers all the nutrient benefits of BARLEYmax® in your own baked goods.

Initially, four BARLEYmax® products will be available:

- BARLEYmax® Whole Grain
- BARLEYmax® Kibble
- BARLEYmax® Flakes
- BARLEYmax® Flour.

What is BARLEYmax®?

BARLEYmax® is a non-GM, nutritionally superior wholegrain that tastes great! With the potential to offer significant health benefits compared to traditional grains, some people have even labelled it a 'super barley'. Carefully developed by the CSIRO, BARLEYmax® grain, kibble, flakes and flour is nutritionally superior.

Specifically, BARLEYmax® contains:

- 20% more protein than wheat
- Twice the dietary fibre of wheat
- Prebiotic fibre for digestive health
- 20% more beta-glucan than oats

Try BARLEYmax® for yourself

From our ongoing work with MAURI Bakers and families right across Australia, we know the importance of enhancing the nutritional content of bakery foods. BARLEYmax® is an exciting step in extending our range of 'better for you' bakery ingredients. The end result will be good news for your customers – and good news for your business.

ORDER NOW

Contact your MAURI Account Manager or our Customer Service Team on 1800 649 494.

LIKE TO KNOW MORE?

Download the BARLEYmax® Information Sheet [HERE](#)