



**Novarin**<sup>®</sup>

# Healthy Fat...

**Play**

**Create**

**Build**

### The building elements of Novarin<sup>®</sup>

- Non Hydro (virtually trans free)
- Less fat
- Less saturated fat
- All natural / Clean labeling
- Claims

With Novarin<sup>®</sup> you can build everything

# Tasteful Pastry!

## **Novarin®: innovation, new solutions and technological support**

Romi Smilfood is proud to introduce Novarin®. A new generation of margarines for the industry. Novarin® has the same qualities as ordinary margarine, but has a healthier composition.

By 'playing' with the building elements of Novarin® you can create new concepts that provide the innovative answer to the demand for healthy, tasteful products.

Baking products with a 33% less saturated fat content?  
With the 'healthy choice' stamp? Or with natural ingredients?

**All this is possible with Novarin®!**

### **Government goal for 2010**

To reduce the average consumption to a maximum of 1 energy per cent trans fat and 10 energy per cent saturated fat (as recommended by the Health Council of the Netherlands).



### **Play**

By 'playing' with the building elements of Novarin® you can create new ideas and concepts.

**The basis for innovation.**



### **The need for innovation**

What is it that the consumer wants? Healthy products, but with the emphasis on indulgence. The baking industry has therefore taken up the challenge to continue to develop new products that reflect a healthy lifestyle. This has been made possible thanks to Novarin®, the new standard in margarines used in the industry.

### **New solutions**

With Novarin® you can create products that distinguish you from your competitors. The margarine is non hydrogenated and can be adapted to include a lower fat content and/or lower saturated fat content. You can also use Novarin® to benefit from 'clean labeling' and 'all natural' claims.

### **Cooperation and support**

Pro-active and trendsetting: that is Novarin®. This innovative range of margarines for the industry will provide you with some refreshing ideas. As the leading manufacturer of margarines, oils and fats, Romi Smilfood can help you to find new applications and solutions. You can count on all the technical support and guidance you need. Romi Smilfood will be your Application Specialist.



### **Create**

Markets change and consumers change. With Novarin® you can create new concepts for products to respond to these changing trends.

### **Build**

Constructive cooperation = building together promising products and concepts. Novarin® offers you new solutions and new opportunities!



## What makes Novarin® unique?

- Tasteful finished products
- Healthier fat composition
- The same functionality as a standard margarine
- Nutrition claims can be made (Less saturated fat; 'Healthy Choice' stamp).

## Product information

### Novarin® Crème:

The finest cream margarine for all kinds of pastry and filling creams.

### Novarin® Cake:

Medium-firm pastry margarine, primarily suitable for cake batter, crumbly pastry and other similar applications.

### Novarin® All Purpose:

Firm margarine, particularly suitable for machine processing. Ideal for spiced biscuits and heavier kinds of dough.

### Novarin® Puff Pastry:

Firm and plastic margarine. Excellent for use in laminated dough as puff pastry, croissants and Danish pastry.



Create



Build

Play



For further information see [www.novarin.eu](http://www.novarin.eu)

Novarin® is a product of Romi Smifood B.V., De Kuinder 7, 8444 DC HEERENVEEN, The Netherlands