

Prehistoric superfood with a future

With the Tartary buckwheat, a raw material that combines functionality with flavor and is thus deemed to be a new superfood is celebrating its comeback. At the same time the pseudocereal satisfies consumer wishes for original, authentic ingredients with added health value – whether in fitness beverages, dairy products or baked goods.

Ever more people want to eat a healthy diet – and they are well-informed as seldom before about healthy foods and the consequences of an unbalanced diet. However consumers (99 %) find good taste/flavor just as important as health (92 %), and for a good half of the consumers the time factor also plays an important role. These figures were provided by the German Federal Ministry of Food and Agriculture (BMEL) in its Nutrition Report, which was published in 2018.

The obvious solution for meeting all these requirements is to mark all the daily diet products such as pasta, bread, beverages or yoghurt – for example with ingredients from nature that our forefathers used already – with a plus-mark indicating health.

Tartary buckwheat is such a nutritionally valuable resource with a history. GoodMills Innovation has now prepared this prehistoric superfood for modern food production in order to combine good flavor/taste with optimal bioavailability of the two main ingredients rutin and zinc. Under the brand name “RutinX – the Tartary buckwheat” this buckwheat variety is available in the form of flour or crisps.



RUTIN 
TARTARY BUCKWHEAT

The logo for RutinX features the word "RUTIN" in a bold, black, sans-serif font. To its right is a stylized "X" composed of four overlapping, colorful lines (red, orange, blue, and green). Below this, the words "TARTARY BUCKWHEAT" are written in a smaller, bold, black, sans-serif font, underlined.

Long tradition in Asian medicine

In Asia, Tartary buckwheat is known as an active agent in traditional medicine right up to the present day, for instance in connection with arterial illnesses or diabetes. This is because its share of the bioflavonoid rutin is 100 times higher than that of common buckwheat. In the meantime studies have confirmed that in humans, rutin regulates blood sugar levels, has an antioxidant effect and lowers blood pressure.

Up to now, it was this rutin that was responsible for the fact that since the end of the 19th century Tartary buckwheat has increasingly disappeared from the face of Europe, since with its high content of this phytochemical, the characteristic buckwheat aroma is also accompanied by a strong bitter flavor. Viewed historically therefore, although this type of buckwheat was admittedly in wide-spread use as a food in Europe in groats or pancakes, it served more as a food to fill people up in bad times than as an ingredient for enjoyable meals. GoodMills Innovation has now succeeded in reducing the bitter flavor of the Tartary buckwheat in a special, patented process – without in any way reducing the added nutritional value.



Tartary buckwheat rolls

Diversity in application

With its mild flavor and its outstanding technological properties, RutinX – Tartary buckwheat can be used in a wide range of applications. The pseudocereal scores is not only an appreciated ingredient in conventional bakery products, but can also support the fat, protein and carbohydrate metabolism in mueslis, confectionery products such as biscuits and bars, pasta creations, bread spreads or smoothies and shakes. Depending on the amount of the raw material dosed in the end product, certain zinc-related health claims can be advertised.

Irrespective of the argument on which producers concentrate – superfood, original cereal or metabolic power, Tartary buckwheat offers the ideal response to current consumer trends. GoodMills Innovation support their customers with sound cereal expertise, from the development of their own formulations right through to production.

Further information and contact

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