

PIZZEY

• INGREDIENTS •



Grown. Milled. Nurtured.
It's Canadian flax at its finest.

Put the Pizzey advantage to work for you



PUR
flax

PurFlax™ from Pizzey Ingredients represents a family of high-quality, nutritious food ingredient products. The PurFlax™ line includes: BevPur™, BlendPur™, RediPur™ and BakePur™.

From the field to you—only the best will do

PurFlax™ is backed by Pizzey Ingredients' unmatched expertise, gained through our 20-plus years of processing flaxseed and conducting flaxseed research—both in our on-site lab and in collaboration with leading researchers.

Because Pizzey Ingredients is solely focused on flaxseed, you'll get a completely supported product. Our passion for product development and manufacturing means you'll be on the cutting edge of nutritional technology.

The specifications we state and strictly adhere to are exactly what you will get with PurFlax™ products:

PurFlax™ is stable, so it has a long shelf life. We have unlocked the mystery of flaxseed stability, allowing you to plan production schedules without having to worry about storing and spoilage.

PurFlax™ is clean. Pizzey's PurFlax™ crop is grown and processed in Canada, one of the cleanest growing

environments in the world. Our technology delivers heat-treated ingredients while preserving clean, pure flaxseed, that has stable essential Omega-3 fatty acids, a complete protein and valuable, functional fiber.

PurFlax™ is available in conventional and organic offerings. Both are non-GMO, as well as a robust vegan source of protein and Omega-3s. We also conduct multiple residue analysis to ensure all of our products contain no potentially harmful chemical residues and are pesticide-free.

PurFlax™ is gluten-free. While flaxseed is naturally gluten-free, it can become contaminated when it contacts grains like wheat and rye during growing, harvesting and processing. Pizzey Ingredients strives to exclude these grains from our entire operation, and conducts validated gluten testing on our finished product.

BEVPUR *flax*



30 MESH GRIND SIZE

BROWN & GOLDEN VARIETIES

ORGANIC & CONVENTIONAL

2+ YEAR SHELF LIFE

Supercharge your products with BevPur™

BevPur™ flax contains the most ALA Omega-3 of any whole-food source and is backed by decades of research demonstrating its health benefits. It also contains protein, soluble and insoluble fiber, and lignans, a phytoestrogen which shows promising men's and women's health benefits.

BevPur™ flax is the most cost-effective Omega-3 source—in fact, pound for pound, **BevPur™** costs less than half as much as ground chia! Algae, krill oil and fish oil are even more expensive, and they don't contain ALA, the only Omega-3 recognized as essential by the Institute of Medicine.

*“Pound for pound,
BevPur™ costs less
than half as much as
ground chia.”*

In addition to its nutritional and cost-saving benefits, **BevPur™** flax also has excellent functional properties. Replacing guar gum or eggs with **BevPur™** flax can lower your ingredient costs while reducing the worry of accessibility to ingredients. Since it has gone through the **PurFlax™** heat treatment process, you can count on product safety.

BevPur™ flax can also be used as a partial replacement for CMC in smoothies. A 3-gram inclusion can replace 10% CMC with virtually no loss of viscosity, resulting in 600 mg ALA Omega-3 per serving.

This allows you to make a “rich” or “excellent” source of ALA Omega-3 claim on your packaging, as well as structure/function claims, providing you with a compelling product advantage.



USES & APPLICATIONS

- Smoothies and protein drinks
- Dry powder beverages
- Ready-to-drink beverages
- Gluten-free food bars





Change ingredients for the better

Instead of just replacing or substituting ingredients, upgrade to **BlendPur™**, which offers a number of compelling benefits such as more nutrition, lower costs, increased fiber and protein, plus ALA Omega-3 and lignans. In addition, **BlendPur™** undergoes the **PurFlax™** heat treatment process to ensure its product safety.

Guar gum upgrade benefits you will appreciate

BlendPur™ is a perfect guar gum replacement for a wide range of products. When used in tortillas, it provides both functional and nutritional advantages:

- The tortillas are softer, making them easier to handle
- Tortillas roll easier and stretch more
- Based on guar gum costs, **BlendPur™** is very competitively priced
- Nutritional benefits of ALA Omega-3, fiber, protein and lignans offering you a cleaner, more attractive label

The long and short of shortening & oils

BlendPur™ upgrades for baking products can have some very positive benefits such as 50% replacement of shortening or oils in breads and rolls resulting in:

- 50% less fat on your nutrition label
- Addition of ALA Omega-3, fiber and protein
- Additional yield provided through the greater absorption of water (up to 8% more)
- Softer crumb
- Lower cost of ingredients

TIP Ideal as a partial replacement of shortening in muffins to **reduce fat and increase health benefits!**



USES & APPLICATIONS

- Replace guar gum in tortillas
- Replace gums or other non-nutritive flours in gluten-free baked goods
- Replace shortening or oil in baked goods



REDIPUR *flax*



12–14 MESH GRIND SIZE

BROWN & GOLDEN VARIETIES

ORGANIC & CONVENTIONAL

2+ YEAR SHELF LIFE

Nutty flavor combined with good nutrition

RediPur™ is a ready-to-eat flaxseed product, ideal for any product that uses coarse ground flaxseed and does not undergo a further heat processing. It offers all of the nutritional benefits of flaxseed, along with peace of mind. RediPur™ undergoes enhanced heat treatment to ensure tighter microbial control. This additional heat treatment also gives RediPur™ a roasted, nutty flavor, improving its performance when incorporated into such products as oatmeal.



USES & APPLICATIONS

- Unbaked nutrition bars
- Oatmeal
- Retail packs
- Any ready-to-eat application for coarse-milled flaxseed

BAKEPUR *flax*



12–14 MESH GRIND SIZE

BROWN & GOLDEN VARIETIES

ORGANIC & CONVENTIONAL

2+ YEAR SHELF LIFE

Add nutrition and functionality

BakePur™ flax improves your gluten-free baked goods' functionality and nutrition while cleaning up your label. In addition, it allows you to make Omega-3 claims for your products. BakePur™ also undergoes Pizzey Ingredients' proprietary PurFlax™ targeted heat treatment, giving you a consistent product and peace of mind.

It doesn't matter if you're baking bread, muffins, rolls or cookies, BakePur™ flax is a perfect alternative and can be easily implemented into production.

USES & APPLICATIONS

- Baked goods
- Gluten-free baked goods



Natural gluten-free PurFlax™ offers superior nutritional benefits

PurFlax™ provides numerous nutritional benefits, including ALA Omega-3s, protein, fiber and lignans!

It contains the highest amount of ALA Omega-3 of any whole-food source, which supports heart health and helps maintain a healthy blood pressure. ALA Omega-3 also helps athletes maintain strength and stamina.

ALA Omega-3 is the only Omega-3 recognized by the Institute of Medicine.¹ Adding just 160 mg of ALA Omega-3 (just 1.5 g of **PurFlax™** per serving) to your product allows you to make nutrient content claims

for Omega-3 on your packaging. In addition, you can make structure/function claims such as "Omega-3s from flaxseed support heart-health."

PurFlax™ contains a complete protein and fiber—two "hot button" ingredients that consumers are demanding. It also provides the highest source of lignans. The combination of phytoestrogen lignans and other phenolic compounds found in **PurFlax™** create a powerful antioxidant that shows promising health benefits.



Flaxseed's Nutritional Benefits Compared to Chia (per 100 g)

	Flaxseed	Chia
Alpha-Linolenic Acid (ALA)	22.8 g ²	17.8 g ³
Soluble Fiber	10.9 g ⁴	4.3 g ⁵
Protein	18.3 g	16.5 g
Lignan (as Secoisolariciresinol diglycoside, mg/g)	0.9 to 3.0 ⁶	< 0.05 ⁷

¹See FDA Final Rule Dated April 28, 2014 – "Food Labeling: Nutrient Content Claims; Alpha-Linolenic Acid, Eicosapentaenoic Acid, and Docosahexaenoic Acid Omega-3 Fatty Acids."

²US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 27 (revised). Version Current: May 2015. Internet: <http://www.ars.usda.gov/ba/bhnrc/ndl>

³Ibid.

⁴Mazza and Oomah. 2005. Flaxseed in human nutrition, AOCS Press, Champaign, IL

⁵Alfredo, et al. 2009. Physicochemical properties of a fibrous fraction from chia (*Salvia hispanica* L.). Food Sci Tech. 42:168-173.

⁶Thompson et al. 1991. Mammalian Lignan Production from Various Goods. Nutr. Cancer 16:43-52

⁷Nutrient Analysis by Nutrilab, 2007.



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