

ALLAND & ROBERT MAKES ORGANIC ACACIA GUM AVAILABLE TO CONSUMERS IN FRANCE

Today, acacia gum is mostly used in the food industry. For the first time, international leader Alland & Robert makes powdered organic acacia gum available to consumers. 100 % natural, vegetal and a prebiotic fiber, it is an ideal and multifunctional ingredient to cook at home!

ACACIA GUM, A NATURAL RESOURCE unknown to the general public

As a 100% plant-based, natural product that's environmental-friendly, acacia gum has become a highly sought-after raw material. Also called «gum arabic», it has many applications in the pharmaceutical, cosmetic and food industries.

WHAT IS ACACIA GUM ?

Acacia gum is an exudate of the acacia trees: it's neither sap nor resin.

It is produced by the tree naturally or as a result of a small incision made by harvesters on its branches.



70 000 years

Historians have found evidence of the use of acacia gum for over **70,000 years** in southern and northeastern Africa, in food and as an adhesive.

HOW IS IT HARVESTED ?

The acacia gum harvest takes place from January to April, using a completely natural process. There are several stages. First step, the tapping is the incision on the tree by the harvester.

The tapping does not damage the tree but will trigger a complex gum exudation mechanism to cover the incision. The gum dries on contact with air and gradually forms a nodule. A few weeks later, the harvesters come to cut and pick up the nodules formed. These are then dried, sorted and stored.

WHERE DOES ACACIA GUM COME FROM ?

Acacia gum is harvested from Senegal to Eritrea, an area known as the «gum belt». Alland & Robert works mainly with producers from Senegal, Chad, Sudan and Mali. Acacias are particularly adapted to the dry and semi-arid climate of this sub-Saharan region. They are known to prevent desertification, nourish and fertilize the soil, and stabilize rain cycles.



Acacia varieties

There are 2 acacia varieties that exudate acacia gum. Alland & Robert's acacia gum for consumers is senegal variety. It's the highest quality of organic gum with most functional properties.

Today, Alland & Robert provides its expertise to consumers for the first time by launching powdered organic acacia gum.



PACKAGING
doypack 150 grams net



DISTRIBUTION
Online market places :
> Greenweez
> Amazon (coming soon)

AVAILABLE IN FRANCE FROM
JANUARY 31, 2022

POWDERED ORGANIC ACACIA GUM

BY ALLAND & ROBERT

A PRODUCT IN LINE WITH CURRENT TRENDS

Acacia gum properties meet many recent consumers demands. A « miracle ingredient », acacia gum combines nutritional qualities, functional properties and sustainability.

OVERVIEW

> Natural & organic

Acacia gum is exudated and harvested directly on wild acacia trees growing in the desert, thus it is completely natural and organic by nature. It is transformed into a powder by mechanical processes and never undergoes chemical transformation.

> Veggie Veggie!

Acacia gum helps to improve the texture of recipes without eggs or milk by adding a creamy mouthfeel. Quite interesting for vegans !

> Emulsifier

Acacia gum is a perfect emulsifying agent which means it will perfectly mix liquids such as water and oil. It's convenient for making dressings, smoothies or beverages.

> Gluten-free diets

Acacia gum improves the texture of gluten-free recipes, which often lack softness.

> Fiber enrichment

Acacia gum is a prebiotic fiber that helps with gut health and improves the nutritional profile of recipes.

> Ethic and sustainable product

The gum harvest is an old local tradition that provides revenues for the African communities. In addition, acacia trees are an environmental resource that help regulate rain cycles, prevent desertification and restore fertility to soils, which is why they are planted as part of the «Great Green Wall» initiative.



Acacia gum can simply be added to any preparation, usually at the same time as the flour, starch or any dry matter. It is effective at a rather light dose: between 1 and 6% of the total weight of the recipe.



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ALLAND & ROBERT, A COMMITTED COMPANY...

...TO SAFE & NATURAL PRODUCTS

« Acacia gum is a real asset for cooks looking for healthy recipes. It is an extraordinary, multifunctional ingredient, but still little known in many countries. Its functional properties are so numerous that it is useful in a multitude of recipes, whether in pastry, baking, in sauces or soups. It is Alland & Robert's unique expertise that allows us to share these diverse applications of acacia gum. Since 1884, Alland & Robert is an expert of this product and manufactures it for the food, pharmaceutical and cosmetic industries around the world. Our investments in Research and Development on acacia gum are very important and allow us to have unparalleled technical expertise. Our research focuses on health topics such as sugar reduction, digestive health or formulating vegetarian products.



Anne-Sophie Alland, Head of strategy & development at Alland & Robert



Violaine Fauvarque, Marketing & Communication Manager at Alland & Robert, said:

« Acacia gum is a cooking ingredient already well known in many countries such as India and the Middle East. However, two years of pandemic have prompted consumers to cook more at home, and to take an interest in new ingredients to diversify their recipes. At the same time, people are scrutinizing more and more the content of their plates and looking for naturalness. Acacia gum meets these requirements because it comes directly from a tree and is minimally processed. It is a plant-based and natural ingredient that is easy to use to improve a recipe. In addition, it makes it easy to achieve vegetarian or vegan recipes, all this while providing fiber enrichment!

...TO THE SAHEL & LOCAL COMMUNITIES

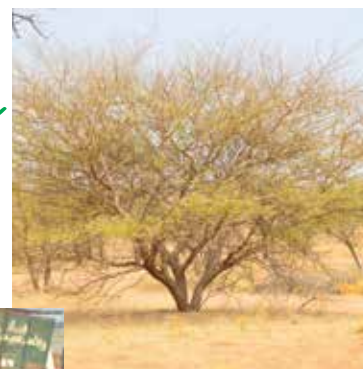
Committed for several years to local communities in the Sahel as well as to the development of a sustainable industry, Alland & Robert created in 2021 a corporate foundation in order to strengthen its commitments in Africa, and particularly in countries where natural gums are harvested.

The objective of this corporate foundation: to create a positive impact through the organization, the support and the financing of local and concrete projects.

The efforts are concentrated around two axes:

- > community support: through various projects related to education, health, infrastructure, women's empowerment;
- > preservation of the environment and biodiversity: by leading initiatives to protect African nature, and fight against desertification and climate change.

Fondation
D'ENTREPRISE
ALLAND



Through a partnership with UK NGO Tree Aid, Alland & Robert is committed to the "Great Green Wall", an African initiative whose objective is to replant trees over an 8,000 km long strip in the sub-Saharan zone to stop the desert.

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ALLAND & ROBERT, INTERNATIONAL EXPERT OF ACACIA GUM

Founded in 1884, Alland & Robert is a French independent family business, based in Normandy.

Its success? It owes this to its unwavering commitment to healthy, high-quality & sustainable products and its technical expertise.

KEY FIGURES



6th
generation
family company

53.6 millions €
turnover 2021

2
factories in Normandy

120
employees

22,000 t
production capacity
for acacia gum

95 %
export sales

1884

Foundation of Alland & Robert in Paris by Francisque Alland, a chemist, and Alfred Robert. They sell acacia gum to the textile industry.

1940

René Alland, CEO, develops a process for grinding and pulverizing acacia gum.

1967

The Alland family purchases company shares from the Robert family, but the company retains its original name.

1972

The first Alland & Robert factory opens in Port-Mort (Normandy).

1984

Frédéric Alland becomes CEO of the company.

2007

Opening of a new production site in Saint-Aubin-sur-Gaillon (Normandy).

2018

Inauguration of a new research laboratory. Charles and Anne-Sophie Alland join the company.

2021

Launch of the Corporate Foundation Alland.

Alland & Robert is today internationally recognized as the expert of acacia gum and natural gums. Alland & Robert only manufactures natural products that are not chemically processed.





COOKING with ACACIA GUM

In order to showcase to everyday cooks the possibilities offered by acacia gum, Clémence Catz has created recipes that are simple, healthy, but always delicious. With a convincing result, in terms of taste, texture and conservation!

Author of fifteen books and creator of the blog clemencecatz.com, Clémence Catz is interested in plant-based cuisine for its ethical dimension, but also for its nutritional and vitalizing virtues as well as for its incredible diversity. She is also a trainer for future naturopaths at the Paris Humanist Naturopathic Institute and regularly collaborates with the press, as well as with committed brands.

👉 Acacia gum is always good for adding softness! I always recommend it in cake and bread recipes, and also in sauces and soups to which it adds creaminess. It is very useful in gluten-free recipes: removing gluten can give preparations a drier, more crumbly texture, and acacia gum helps to compensate this unpleasant effect, while helping the preparations to puff up better.

Clémence Catz, author and creator of the blog.



📷 @clemencecatz

KETO COOKIES



🥰
PREPARATION
12 minutes

🔥
COOKING
8 minutes

FOR ABOUT 12 COOKIES

60 g ground hazelnuts
60 g ground almonds
1 teaspoon cinnamon powder
1 teaspoon baking soda
1 pinch of salt
9 g acacia gum
50 g coconut oil, soft
1 tablespoon maple syrup
1 teaspoon liquid vanilla
40g 80 % dark chocolate

1. Preheat the oven to 200 °C (th. 7)
2. Combine the almonds, hazelnuts, cinnamon, baking soda and salt.
3. Add acacia gum and mix well.
4. Add the coconut oil, maple syrup and vanilla. Work with your fingertips to mix and incorporate.
5. Add the dark chocolate, cut in small pieces.
6. Take piles of dough the size of a walnut, shape into balls and place them on the baking sheet lined with parchment paper. Space them a few centimeters apart, flatten them with the flat of your hand.
7. Place in the oven and cook for 8 minutes. Let the cookies cool for 15 minutes, then transfer them to a rack until completely cooled.

👉 CLÉMENCE CATZ'S
COMMENTS

In this recipe, acacia gum improves texture. It gives those cookies a melting texture but also makes them crispier ! They're named Keto Cookies because their nutritional profile is compatible with the keto diet.

