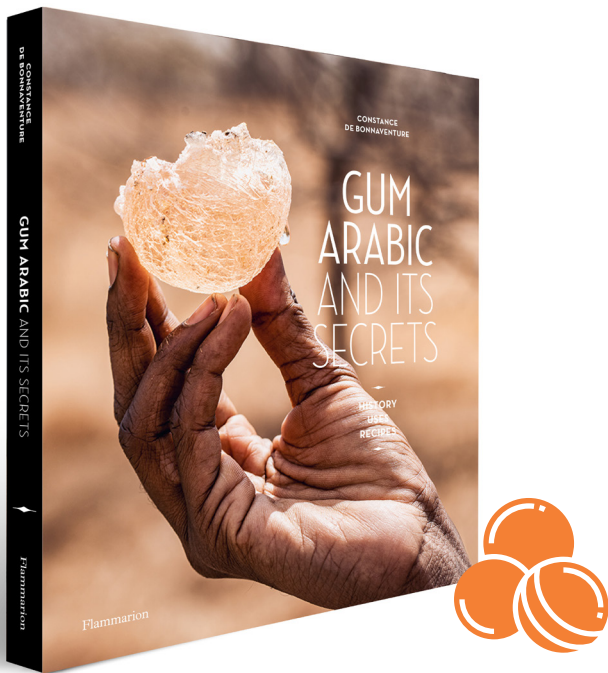


Discovery

"THE SECRETS OF GUM ARABIC": THE BOOK THAT TELLS THE FASCINATING STORY OF ACACIA GUM



Acacia gum, also known as gum arabic, has been a staple resource for humans since prehistoric times. Today, it has become a highly prized product in various industrial sectors. Its development is inextricably associated with the French company Alland & Robert, which has been in existence for 140 years. Published by Flammarion, "The Secrets of Gum Arabic" features an introduction by former Alland & Robert CEO Frédéric Alland, and takes the reader on a journey through civilisations as they explore the product's captivating history.



THE COMPREHENSIVE GUIDE TO ACACIA GUM, A RESOURCE THAT SPANS CIVILISATIONS, CONTINENTS AND ERAS



An ancestral foodstuff that has now become a component in many industrial products, acacia gum likely still has many hidden powers to unveil. "The Secrets of Gum Arabic" retraces the product's history throughout the ages, highlighting its importance to African communities and taking the reader through to its role in the modern day. The book also explores the myriad uses of acacia gum, including recipes that will allow readers to incorporate this ingredient in their own home cooking. The story is told through the evolution of the Alland & Robert company, which was founded 140 years ago and has established itself as the global market leader in acacia gum distribution. Since its creation, the company has worked to support gum harvesters and explore the product's broader potential; it undertakes research work alongside industrial operators in various sectors, using a virtuous business model that respects both the planet and human beings.

HOW TO GET YOUR COPY OF "THE SECRETS OF GUM ARABIC"

Published by Flammarion, this book has been on sale since 3 April and is priced at €35. Available at various points of sale and bookstores in France, the book can also be ordered online, notably on the Fnac and Amazon websites, as well as in e-bookstores.



HOW ACACIA GUM'S UNIQUE QUALITIES ADDRESS THE KEY CHALLENGES FACING SOCIETY

Driven by Alland & Robert's research and development efforts, acacia gum has become an essential ingredient in terms of addressing modern-day consumption trends. It is suitable for vegan and vegetarian diets, allows for a reduction in sugar content in industrial recipes, boosts the dietary fibre content of products it is used in, and is easy-to-use for both industrial operators and home cooks. This multi-functional product is used in a wide variety of consumer goods, including cosmetics, drinks, confectionery items, pharmaceutical products, dairy products and dairy substitutes, etc.

Another major asset is the fact that acacia gum is 100% natural and does not undergo any chemical modifications during processing, ensuring its intrinsic properties are preserved. Harvesting acacia gum is not harmful to the environment, and provides a revenue stream for communities living in the areas where acacia trees grow. This region of Africa, sometimes called the 'Gum Belt', extends from Senegal to Eritrea, passing through Mauritania, Mali, Niger, Cameroon, Chad and Sudan.



ALLAND & ROBERT, THE GLOBAL EXPERTS IN GUM ARABIC

Founded in 1884, Alland & Robert remains a 100% French, family-run company, based in the coastal region of Normandy. The keys to its success are the company's unwavering commitment to sustainable development, respectful production and impeccable standards.



ALLAND & ROBERT CELEBRATES 140 YEARS IN BUSINESS

The Alland & Robert story began during the Industrial Revolution in the late 19th century. At the time, the textile industry used acacia gum to set colours and give materials extra shine. A chemist by training, Francisque Alland wanted to stake his claim in the sale of these golden-hued balls of gum, which arrived from Sudan via the French port of Bordeaux. In 1884 he partnered with investor Alfred Robert, and together they founded the Alland & Robert company. This would be the beginning of a long history of entrepreneurship, passed down from generation to generation and enduring to this day.