



ANONYMIZED BAKING COMPANY Pancake & Waffle Mix Combined With Nutraberry defatted Blackberry Seed Flour

The following describes the procedure, observations, and notable details of a cooking experiment combining the Pancake & Waffle mix manufactured by **ANONYMIZED BAKING COMPANY**, and “defatted” blackberry seed flour, manufactured by Nutraberry. The term “defatted” refers to blackberry seed that has undergone cold pressing prior to milling in order to remove the majority of the oil from the seed.

Preparation for cooking began by mixing the **ANONYMIZED BAKING COMPANY** Pancake & Waffle mix, following the directions on the product box for four 4” pancakes. Milk was selected to use and not water, and Safeway’s house brand “Signature Kitchen” vegetable oil was used. Cooking occurred over two consecutive days.

Day one, Mix #1, (1/2 tablespoon blackberry seed flour) – In this portion, a 1/2 tbsp. of blackberry seed flour was added to a 1/2 cup of **ANONYMIZED BAKING COMPANY** *Pancake & Waffle* mix. Using standard US conversions for tablespoon/cup quantities, the amount of blackberry seed flour added was an additional 6.25 percent of the **ANONYMIZED BAKING COMPANY** *Pancake & Waffle mix*, or a 1/2 cup of pancake waffle mix, PLUS the 1/2 tbsp. of blackberry seed flour. There were no difficulties mixing the flours together.

Day two, Mix #2, (1 tablespoon blackberry seed flour) – In this portion, a 1 tbsp. of blackberry seed flour was added to a 1/2 cup of **ANONYMIZED BAKING COMPANY** *Pancake & Waffle* mix. Using standard US conversions for tablespoon/cup quantities, the amount of blackberry seed flour added was an additional 12.5 percent of the **ANONYMIZED BAKING COMPANY** *Pancake & Waffle mix*, or a 1/2 cup of pancake waffle mix, PLUS the 1 tbsp. of blackberry seed flour. No difficulties were encountered mixing the two flours together.

Cooking

On both day one and day two, the pancakes were cooked on a flat, Teflon coated pan, with a small amount of oil present to prevent sticking. All pancakes were cooked until gently browned, and were fully cooked in the interior when examined.

Impressions and Observations

Two different persons (tasters) sampled the pancakes and gave informal opinions. Notable observations included the following:



- a. Each taster claimed to be able to taste the presence of the seed flour in Mix #1 and Mix #2, although in Mix #1 it seemed to barely be discernable. In the absence of a control to taste against, this opinion was based on the somewhat extensive experience of using Nutraberri blackberry seed flour with pancake mixes made by other companies. As the tasters expected, on day two, with Mix #2, which had 12.5 percent blackberry seed flour added, there was a distinct presence of the blackberry seed flour flavor.
- b. Each taster was able to detect the presence of the blackberry seed flour texture in both Mix #1 and Mix #2, being familiar with it from prior tasting experiences. Neither taster felt the presence of the blackberry seed flour, and either level, was detrimental to the consumption experience of pancakes.
- c. Both tasters agreed that the flavor detected with both mixes was the natural earthiness of the seeds, and not a sweet or fruity flavor, as one might expect with a berry based product.

Conclusions

Nutraberri blackberry seed flour was easily incorporated into the **ANONYMIZED BAKING COMPANY *Pancake & Waffle*** mix. Extensive prior testing experience with commercial pancake mixes and blackberry seed flour prejudiced the tasters, whom expected the addition of blackberry seed flour to improve the flavor profile. Additionally, the presence of the blackberry seed flour was noticeable in Mix #1 and Mix #2. Both tasters speculated that the clearly detectable presence of the blackberry seed flour would be perceived positively by consumers.

Please see photos on the following page.

Regards,

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One tbsp. Nutraberry blackberry seed flour and 1/2 cup **ANONYMIZED BAKING COMPANY** *Pancake & Waffle* mix.



Partially mixed Nutraberry blackberry seed flour and **ANONYMIZED BAKING COMPANY** *Pancake & Waffle* mix .



ANONYMIZED BAKING COMPANY *Pancake & Waffle* mix, containing 12.5 percent Nutraberry Blackberry seed flour.



Interior view, **ANONYMIZED BAKING COMPANY** *Pancake & Waffle* mix, containing 12.5 percent Nutraberry Blackberry seed flour.