

Faster freezing for fast food

Grab & Taste is a new Motala, Sweden-based manufacturer of ready-made foods and snacks.

The company, which employs six people, started up production in August 2012.

“Our assortment includes empanadas, small quiches and small pastry rolls filled

with meat, salmon or chicken. Our customers include small convenience stores and gas stations all over Sweden. But we have bigger plans,” says Sonny Pihl, company founder and CEO.

The products are made in a factory located in Motala. The dough is made on the spot in an industrial-sized mixer, while the fillings – taco meat, salmon, chicken, bacon - are bought from local and national distributors.



Grab & Taste – a small company with a big vision.





Sonny Pihl believes Swedish supermarkets, gas stations, and other venues are ready for his simple yet delicious products.

„We wanted to be with Grab & Taste from the beginning as we see a lot of potential with this customer,” says Marcus Kahnborg from AGA.

FAST, CRYOGENIC FREEZING

Grab & Taste currently has one production line with a second one on the way. The products are manufactured automatically. They are baked in an industrial oven on trays, and then flash frozen down to -18 C in an AGA cryogenic cabinet freezer, CRYOLINE® CF, within minutes, up to 2,000 products at a time.

According to Sonny Pihl, many gas suppliers were consulted in April 2012 before AGA was chosen as the prime supplier of liquid nitrogen, or BIOGON® N, AGA’s trademark for liquid nitrogen used in the food sector.

TESTS AT AGA’S LABORATORY

As part of the negotiations with AGA, Sonny Pihl was invited down to AGA’s food service laboratory in Helsingborg, Sweden to compare the difference between cryogenic freezing – AGA’s solution – with more traditional mechanical freezing.

“After two tests in Helsingborg we decided that AGA’s cryogenic solution was what we wanted. We get a much better quality product with AGA’s solution. With cryogenic freezing, we minimize the water loss in the product,” says Sonny Pihl. “If it had not been for the tests in Helsingborg, we would have gone for a more conventional freezer.” In the Helsingborg laboratory, electrodes were inserted into Grab & Taste’s products to



At Grab & Taste, the CRYOLINE® CF cabinet freezer freezes within minutes, up to 2000 products at a time.



Better quality products is one of the main advantages of cryogenic freezing. This is due to the minimized water loss in the product.

compare how long it took to chill the product down to -18C with cryogenic or mechanical freezing. A cryogenic solution took 22 minutes for an empanada versus two hours with mechanical freezing.

“One argument for AGA’s solution of course was speed. What we freeze now can go on a truck in 20 minutes instead of waiting two hours with a mechanical freezer,” says Sonny Pihl.

WHY EMPANADAS?

“As a snack, an empanada is sort of the South American counterpart to a hot dog,” says Sonny Pihl.

Sonny Pihl believes Swedish supermarkets, gas stations, and other venues are ready for his simple yet delicious products. Even airlines are being targeted as Grab & Taste’s products are packaged in neat individual portions. But Sonny Pihl is taking it one step at a time.

“We wanted to be with Grab & Taste from the beginning as we see a lot of potential with this customer,” says Marcus Kahnborg, an AGA Food Sector sales representative for the region. “And none of our competitors could offer the same level of service with their own trucks, service engineers and technical know-how.”