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IMPROVE YOUR PRODUCTS . . . WITH


ALCOLEC

Lecithins for Every Purpose

*A valuable colloid, emulsifier
and anti-oxidant and
A dietetic and food ingredient
of high biological value*

for

CHOCOLATE
CANDY
BISCUITS & CRACKERS
CHEWING GUM
TOPPINGS
FILLINGS
MARGARINE
SHORTENING
FLOUR MIXES
BREAD
PAN & SLAB GREASE
INSTANT COCOA
MALTED MILK
FROZEN DESSERTS
MACARONI PRODUCTS
DIETETIC FOODS
VITAMIN OILS
FOAM BREAKERS
ANIMAL FEEDS
Etc. Etc.

AMERICAN LECITHIN COMPANY, Inc.

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ALCOLEC Lecithins are supplied by the pioneers and developers of commercial lecithin in the U.S.A. from its introduction by them in 1928. Many advances have come from the laboratories of the American Lecithin Co., first to offer purified types made in the U.S.A., the discovery of a low cost method to make fluid lecithin was another American Lecithin first.

Most users now insist on fluid lecithin, ALCOLEC S being the original fluid natural soybean lecithin, meeting high standards of quality and performance and carefully controlled for uniformity. Fluid ALCOLEC S is convenient and economical to handle and mixes readily with fatty materials. The bleached grade is ALCOLEC BS and the highly bleached fluid grade is ALCOLEC DS. The corresponding semi-solid or plastic consistency grades are: ALCOLEC, ALCOLEC B and ALCOLEC D.

ALCOLEC S is so low in cost, much less than vegetable shortenings, that it may be used as freely as required; furthermore, a little Alcolec S goes a long way.

CHOCOLATE

ALCOLEC S is a standard ingredient in chocolate the world over. From four ounces to eight ounces are used for each one hundred pounds, being added after refining (some manufacturers add a small part of the ALCOLEC S in the melangeur). ALCOLEC S saves cocoabutter, saves time and power, lowers production costs, improves the working properties and quality of the chocolate, stabilizes viscosity, and extends shelf life.

CANDY

ALCOLEC S should be used in candies or confections containing added oils or fats, such as caramels, toffee, crunch, etc. Use 1% of ALCOLEC S, figured on the weight of the oil or fat content. By the use of ALCOLEC S, the fatty material is completely emulsified and distributed throughout the mass, thereby preventing greasiness and improving the handling and eating qualities as well as the keeping properties.

BISCUITS & CRACKERS

ALCOLEC S overcomes stickiness in biscuit doughs rich in fat and sugar, preventing choking of rotary machines, keeping webs cleaner and reducing waste. ALCOLEC S conditions the gluten, and intensifies the shortening action of the fat. Biscuits made with animal fats are protected against rancidity. From 1% to 2% of ALCOLEC S on the weight of the shortening is used.

CHEWING GUM

A small percentage of ALCOLEC S facilitates the processing of gum base and contributes softening and plasticizing effects. ALCOLEC S is also of value as a fixative to prolong flavor.

TOPPINGS

Whipped toppings for baked goods and other foods often employ complex emulsifier-stabilizer systems, including protein-material and monoglycerides. A fractional percentage of ALCOLEC S aids in obtaining good volume, texture and stability.

FILLINGS

Biscuits, wafers and confections are filled with a mixture consisting essentially of fat and sugar. The use of ALCOLEC S, about 1% on the weight of the fat, permits flow at a higher sugar solids concentration, thereby reducing cost and calorie content, with better absorption of the fat.

MARGARINE

ALCOLEC S is a most valuable ingredient of margarine, even though it is customary to add only 0.15% to 0.25%. ALCOLEC S largely prevents spattering when margarine is used for frying and reduces sticking of milk solids to the pan. It also improves the spreading and the shortening action in baking.

SHORTENINGS

The addition of .03% of ALCOLEC S to a "compound" shortening improves the mixing and stabilizes the blend of different melting point fractions. Adding 3% of ALCOLEC S to shortening, especially where animal fats are present, to be used for baking greatly increases resistance to oxidation and rancidity; the keeping properties of lard may be increased five or ten fold.

FLOUR MIXES

In doughnut flour and other mixes for baking, ranging from pancake flour to cake mix, the use of a small or fractional percentage of specially developed ALCOLEC lecithin concentrates in powder form such as ALCOLEC 30-A or ALCOLEC 30-H, improves handling of the batter and gives a boost to eggs and shortening to enhance eating quality. ALCOLEC S is also being used but the powdered grades are reported to be easier to incorporate.

BREAD

Bread and other yeast raised doughs machine more smoothly, score higher and keep longer when made with small additions of ALCOLEC lecithins. For economy and convenience in use and maximum effectiveness, a number of powdered ALCOLEC concentrates with cereal carriers are being prepared for the baking industry, such as LEC #1, ALCOLEC 33-B, ALCOLEC DWS, etc. ALCOLEC doughs carry maximum absorption without being sticky, are more elastic and have better flow and oven spring. Sweet goods, soft rolls show increased yield and greater uniformity. ALCOLEC S fluid consistency lecithin is also used and may be added along with the shortening. A few ounces of ALCOLEC lecithin per hundred pounds of flour are effective.

PAN & SLAB GREASE

Fatty materials for the greasing of bread and cake pans, confectioners slabs and other equipment are remarkably improved through use of 1% to 5% of ALCOLEC S. Some of these compositions may contain cereal flours. ALCOLEC S improves the coverage, reducing greasing costs, improves adhesion of grease and improves release of product.

INSTANT COCOA

Mixtures of cocoa and sugar, with or without milk solids, which blend into hot water or milk need to be treated to increase "wettability" when mixed with cold water or cold milk. Adding 0.5% to 1.0% of ALCOLEC S provides a film for the particles that has an affinity for water and speeds mixing.

MALTED MILK

As with cocoa powders and mixes, malted milk powder is difficult to disperse in cold water or milk. The addition of 0.5% to 1.0% of ALCOLEC S makes the particles somewhat larger by coating with the easily wetted lecithin so that the dry milk product becomes more "soluble" and does not leave a residue of powder floating on top and sticking to the bottom and sides of the container.

FROZEN DESSERTS

Frozen desserts made with 0.1% to 0.15% of a dispersible ALCOLEC, along with the usual stabilizer, benefit from the emulsifying action. Especially good results are obtained in chocolate ice cream products where the stabilizer is gelatin. ALCOLEC improves smoothness and melt-down and increases resistance to heat shock and sandiness.

MACARONI PRODUCTS

When made with 0.5% of ALCOLEC S macaroni products have improved color due to its anti-oxidant action, retarding loss of carotenoid pigment; this is more noticeable with higher extraction flours. The cooked spaghetti with ALCOLEC S shows larger volume, less disintegration and less "sweating" during storage.

DIETETIC FOODS

ALCOLEC S is of outstanding value in the formulation of dietary supplements to provide organically combined phosphorus and important amounts of choline and inositol (B vitamins); it is also a source of tocopherols (vitamin E) and of essential unsaturated fatty acids. ALCOLEC lecithins are used as an aid in metabolism of fats and fat soluble vitamins, in supplements designed to bring down high blood cholesterol, in the treatment of various skin disorders and other conditions. The proportion of ALCOLEC is very much higher in dietetic applications than where 1% or less is used in foods for purely physical effects.

VITAMIN OILS

Fat soluble vitamins may lose some of their potency due to oxidation. The addition of 3% or more of ALCOLEC S, for example to vitamin A oil concentrates, not only protects against loss of potency but also promotes maximum absorption and utilization of both vitamin A and carotene.

FOAM BREAKERS

A small fraction of a percent of ALCOLEC S, which may be in the form of a water dispersion, may be used to reduce foaming in the production of cereal syrups or yeast. ALCOLEC S improves color and reduces crumbliness in yeast and its lubricating action is beneficial in cutting and extrusion of compressed yeast.

ANIMAL FEEDS

Because it promotes absorption of fats, ALCOLEC S is used in milk replacements for dairy calves and baby pigs. Similarly, 5% to 10% of ALCOLEC S is profitably added to the animal fats now extensively used in high energy feeds. Better pigmentation of broilers, especially on low xanthophyll rations, is obtained by addition of ALCOLEC S. ALCOLEC S improves the nutritive value of feeds for household pets and fur bearing animals and its use in the pelleting of animal feeds increases output and saves the manufacturer wear and tear on equipment.

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Special grades have been developed for many applications, such as hydroxylated ALCOLEC Z-6, and purified types such as LEXIN (with cocoa butter carrier) and the defatted ALCOLEC GRANULES (95%) used in dietetic and pharmaceutical preparations. Our laboratory welcomes inquiries and is pleased to cooperate in the solution of problems where regular or special grades of ALCOLEC may prove helpful.