

Potato Flakes



Introduction

Danish Foods Limited is the most rewarding unit of Partex Group; the unit produces different types of Potato Flakes, Biscuits, Wafer, Toast, Dry Cake, Chanachur and Juice etc. Danish Foods get entered in to the Food Industry and started its operation in the year 2004. Danish Foods stepped in to the international market with variety of food products since 2010 and successfully present around 52 countries.

It contributes to our national economy and optimize the usage of our domestic food ingredients. Danish Foods Limited get entered in to the Flakes market and started its commercial production in 2019. We are now focusing to export our quality Potato Flakes to potential importers assuring all the compliances regards to food safety. Potato Flakes is producing from fresh potato. The plant is situated in Shimrail, Narayangonj, Dhaka. The plant is well connected by roads and river also. Danish Foods Limited has achieved the ISO certification. It also has achieved HACCP certificate for maintaining stringent quality in all phases of production.

Group Support : Partex Star Group is one of the largest Bangladeshi diversified private sector enterprises. Partex Group, started its journey in 1962, with the torchbearer, Mr. M.A. Hashem, the founder Chairman of the Partex Group, an eminent industrialist of the country.

Partex Star Group owns and successfully operates twenty manufacturing, service and trading concerns delivering best values to customers through its products and services. Its business primarily exists in two different areas – consumer durables like different types of boards (particle board, veneer board, melamine faced chip board, plywood, PVC sheet) doors and door frames & furniture to FMCG like dairy products, cookies, spices, etc.

The Plant

The Potato Flakes plant is completely an automatic plant with electric control. Potato is fed at one end of the hopper which passes through Drum Washer, Steam Peeler, Dry De-Skiner, Rotating Washer, Inspection belt & even flow to Hopper, Roto Slicer, Blender, Cooler, Cooker, Drum Dryer, Flaker, Silo and then Flakes is finally collected in the bags mechanically by a packing machine. Pressure, temperature and humidity are controlled by a computerize programming. Process machines are of Netherland origin. Most of the machines are of Kiremco B.V Food Processing Equipment, Netherland. It uses very high modern technology and the product quality is also very high. The plant capacity is about 2400 MT per year.

Management

The Management : Danish Foods is a limited Company run by a Board of Directors. The Managing Director looks after the day-to-day administration of the Company. The head office is located at Shanta Western Tower (13 Floor), 186 Bir Uttam Mir Showkat Ali Road, Tejgaon, Dhaka-1208, Bangladesh. The management is fully committed to take the task of improving the efficiency in production by supplying high quality potato and providing all necessary support to the technicians for achieving quality production. The quality control is given the highest priority.

Production Capacity : The plant requires 14,400 MT of raw potatoes to provide 2,400 MT of Flakes per year for utilizing its maximum capacity. Potatoes are grown abundantly in Bangladesh and now a days the communications of Bangladesh are so easy to collect the potato from the farmers' and cold storage.

Product

Product Information : The product is Potato Flakes which are dehydrated mashed potatoes made by applying cooked mashed potatoes to the surface of a drum dryer fitted with applicator rolls drying deposited layer of potato solids rapidly to the desired moisture. The dried sheet of product is broken up and then grounded to a specific density as required by the customer. The product is bagged at the end of the process by automatic machines.

Potato Flakes are used by professionals and end users all over the world and to complete a broad range of products including potatoes specialties, *Ready Meals *Mashed potatoes *Instant soups *Baby food *Pastas (grocchi) *Bread mixes *Additive for potato croquettes *Fabricated crisps *Potato chips *Various snacks etc. The Potato Flakes have a big market in Europe, Asia and America. Develop country like Asia, the product is more popular now a days.



Factory & Machinery



Nutrient Information

| Nutrient Information | Energetic Value | Protein | Carbohydrate | Sugar | Fats | Phosphorus |
|------------------------------|-----------------|---------|--------------|-------|--------|------------|
| Average Values Per 100 gm of | 366.90 Kcal | 9.30 g | 73.39 g | <1 g | 0.36 g | 199.94 mg |



Packing :

- (1) PP woven bag with inside poly = 25kg net.
- (2) Crape paper with inside poly bag = 25kg net
- (3) Carton with inside aluminium foil paper pack = 125gm up to 5kg
- (4) Carton with inside LLDP pack = 125gm up to 5kg
- (5) Aluminium foil paper, LLDP, HDP pack = 125gm up to 5kg

Loading : 20 ft container/40ft container

Storage : Should be stored in cool dry place

Shelf Life :

- 2Crape paper with inside poly bag
- 3Aluminium foil paper, LLDP, HDP pack
- OPP Oven bag with inside poly =14 months from date of production
- 4 Carton with inside LLDP pack =18 months from the date of production
- 5 Carton with inside aluminium foil paper pack = 24 months from the date of production



ADVANTAGES OF POTATO FLAKES OVER FRESH POTATO :

Instant food **Fresh taste always**
Sugar negligible **Moisture content : < 9**
Fat negligible **Light to carry**



1 kg of Flakes produces about 6 kg of mash potatoes



DANISH FOODS LTD.

A **PARTEXSTAR** Group Company

Md. Masudur Rahman

Chief Business Officer, Complex 02

Mobile: +880 1819 210577

Email: m.masudur@danishbd.com

Corporate Office: Shanta Western Tower, Level-13, Bir Uttam Mir Shawkat Road,
186 Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

PABX: +88 02 887 88 00 Fax: +88 02 887 88 15

Factory: A/95, Shimrail, Shiddhirgonj, Narayanganj, Bangladesh

Tel: +88 02 769 30 38, +88 02 769 35 19 Fax: +88 02 769 32 50

www.danishbd.com