



PMM SPECIAL

Edition #2

The Food Can – a Jack of all Trades

We celebrate the Day of the Can at the 25th of August, the birthday of the food can; and this is indeed a reason to celebrate. The food can convinces with performance: sustainable, resource-preserving, energy and space-saving as well as 100 % recyclable. Besides, although it is called "preserved food", food in cans does not



contain preservatives. We don't want those in our cans. The word "preserve" is derived from the Medieval Latin praeservāre which means to guard. The can is the perfect container to maintain the freshness and the nutrients of the food. You only need the suitable can opener – more on this later.

HISTORY OF THE FOOD CAN

- how it all began

During the Napoleonic Wars at the beginning of the 19th century, the French confectioner Nicolas François Appert developed the heat sterilization and offered hermetically sealed food such as fruits and vegetables. However, the success story of the tin can started with the English merchant Peter Durand who took up the idea of preserving food. He stored food in sealed airtight cans, made of tinned wrought iron. Durant received the patent at the 25th of August 1810. The food in tin cans was as durable as the food in jars, but the tin cans

were not as fragile as the jars and were easier to store and transport. The food can benefits from these factors until today. In the year 1900, the mass production was sophisticated enough to make the food can a big seller all of a sudden. In this year, about 700 million cans left the US factories. Nowadays, almost 300 billion cans are produced each year in the whole world. Beverage cans became popular in 1930s – in the USA and in Great Britain and filled with beer, of course.

EXPERIENCE Food Can

The classic can opener was not invented until 50 years after the patent registration of the food can. Nowadays, where everything has to be quick and simple, opening a can is a child's play, thanks to the so called **ring-pull lid** (also called easy-open lid). We further improve the opening method in the typical PMM way: opening a can becomes an experience with the new PAUL M. MÜLLER can opener that allows

opening it directly **at the rim** without any sharp edges. We offer the cool openers as a gift to our loyal customers at the ANUGA fair in Cologne. Available in two variants: either bearing the English slogan **"kill the can!"** or the German word **„[AUF]schneider.“**.



TOP PERFORMANCE

out of the Can

Examples tomatoes and sauerkraut: stored in a tin can, both products contain more vitamin C as the freshly cooked versions. 200 g of canned sauerkraut, for example, offers one third more vitamin C than freshly cooked sauerkraut and delivers 40 percent of the recommended daily dose. And 200 g of canned tomatoes deliver about one third of the recommended daily dose, freshly cooked tomatoes only a quarter. Canned tomatoes are top performers as regards the content of beta carotene (pro-vitamin A) and lycopene. 200 g of ready-to-eat tomatoes from the can provide 66 percent of the recommended daily dose of beta carotene which is important for the eyes, skin and mucous membrane. Lycopene is a secondary plant compound with antioxidant properties and a preventive effect against cardiovascular diseases as well as against certain types of cancer. Canned tomatoes contain four times more lycopene than freshly cooked tomatoes.

Results are based on the studies of SGS Institute Fresenius (Berlin)/Initiative Food Can 2015.

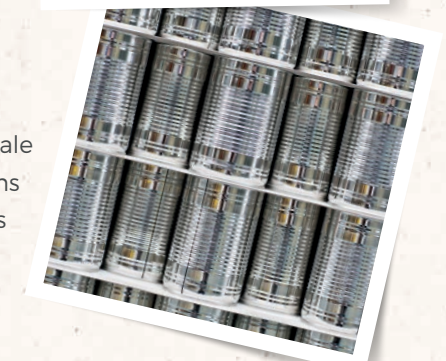
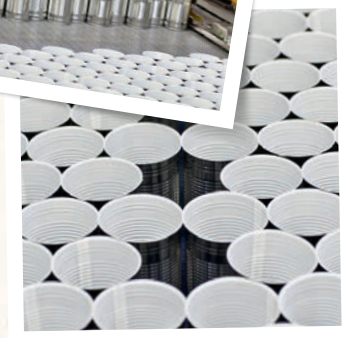
CAN CODE

Uncompromised Consumer Protection

Whether in the shelf or in the cellar, for catering, kitchen, wholesale or during transport and intermediate storage, canned food remains as fresh as on the day of production for at least three years, thanks to the gentle heating and the protective tin can. The modern **can code** is a guarantee for this. We explain how to read it in our PMM Glossary.

CANNED FOOD – *the right way*

Detecting market trends, inform the customers and score with current topics – we are the number one partner in the canning industry. PMM guarantees freshness cleverly packed and easy to open. And we do not support a throwaway mentality. The tin can is recyclable and, according to studies, consumers dispose canned foodstuff less often.



INTERVIEW

„Incredibly useful“

We knew it all along – canned food is in demand. This also applies to Germany's leading retailer of delicatessen and catering expert Käfer. Even the trainees of the deli learn this, Mario Stock, Manager of the Feinkost Käfer GmbH in Munich, explained during the interview with PMM.

Mario Stock



PMM: Mr. Stock, canned food is becoming increasingly important again currently. Which role does it play at Feinkost Käfer? What are the benefits for you?

Mario Stock

The classic food can has always been offered in delis and it still sells well. It is incredibly useful due to the long best-before date and due to the fact that it needs no cooling. Apart from canned food, products such as antipasti, stewed fruits and sauces in jars are popular too. Therefore, we are currently reworking our private brand offering meat juices, different kinds of broth, classic vegetable soups, stews and essences. We are reissuing it soon.

Do you have bestsellers?

The classic Christmas meal Ragout Fin is still very popular in winter. We make this product and other ones according to special Käfer recipes in our manufactory in Parsdorf near Munich. By the way, our famous canned "Weisswürste", the typical Bavarian veal sausages, are long runners.

Do you inform about subjects such as the preserving and the storage of food during the training of the Käfer staff?

Our focus is on fresh products. However, preserving food is trend topic in all kitchens currently and we partly present and implement the topic in our restaurants. This is also beneficial for our trainees who learn something about this subject in our manufactory in Parsdorf as well as in our restaurants. This year, we have a Käfer greenhouse. The star chef Bobby Bräuer uses the products from the greenhouse in the kitchen of his two-star restaurant in the BMW Welt. The surpluses are sold freshly or in processed version in our deli. Furthermore, we have just received half a ton of apricots from the Austrian valley "Wachau". Among others, we stewed them and made apricot jam.

Is canned food also used in gourmet kitchen?

The classic canned food is rarely used in the different areas of the Käfer catering. We almost exclusively offer dishes made of fresh products. Of course, there are exceptions such as gherkins or apple sauce.

Thank you for the interview!

