

# Enabling Food Innovation Project

## ALASSALA

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Alassala is one of the first companies to bring Argan oil to the U.K food and drink market. The oil comes from the nuts of the Argan tree found in south west Morocco. The company wishes to sell oil for dipping, salad dressing, and pastries, it is extensively used, in its unroasted form, in the beauty industry.

### Project Brief: 26<sup>th</sup> Oct 2016

1. Amlou paste is made from Argan oil and Almond paste/ butter. During storage the oil phase separates, this can be re-mixed, and is a sign of a high quality Amlou, but too much separation is not desirable for the product. Alassala would like to limit the amount of separation that occurs in the product.
2. Alassala believes an Argan oil based chocolate product is missing from the market and would like to deliver an Argan oil chocolate or chocolate “truffle” containing Amlou paste.



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### The Response: 30<sup>th</sup> Nov 2016

1. Alassala would like to avoid adding any extra ingredients or adding extra processes that may diminish the ingredients’ natural healthiness. This therefore requires the dispersed solid almond particles to be smaller (Stokes’ Law), slowing the settling of the paste. If the paste is ground too fine then the product becomes sticky in the mouth.  
Alassala are interested in the potential addition of coconut oil, which also hosts many health claims. The oils must be mixed as liquids and cooled rapidly to minimise crystal growth, this minimised the settling effects and ensures an even product composition.
2. Argan oil is unsuited to use within chocolate having a melting point significantly too low to form the desired crystalline structures. The use of Amlou paste within a truffle or Reese’s cup style product would not disrupt the chocolates crystalline structure.



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### Benefit to the Business:

*“Alassala are a premium business with a U.S.P. of using ingredients with significant health benefits (while avoiding additives, etc.). This means that understanding the material is vital to maintain a high quality product which maintains its high quality throughout its shelf life.”*

**Azzelarab EL Alaoui – Alassala Olives.**