



PRESS RELEASE

The EU research project has a new name

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AIBI, the International Association of Plant Bakers, announces that its major research project FLOURpower, supported by the EU with 1,3 million euros, will be continued under the new name **FLOURplus**. The name change applies with immediate effect.

The "plus" in the new name stands for the project's objective to make more out of flour. Furthermore, it symbolises the link between the stakeholders of the branch: Researchers and business actors, bakers and millers. The former project name is being discontinued to avoid confusion with existing product and company names.

In addition, AIBI is very pleased to welcome the Dutch company TOP b.v. within the FLOURplus consortium. TOP became a FLOURplus project partner on 1 August 2014. Its expertise in the field of inline dough monitoring will be highly valuable to the project's process management activities.

More information on **FLOURplus**, including publications and podcasts, is available at the new homepage www.flourplus.eu.

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About AIBI

AIBI (Association Internationale de la Boulangerie Industrielle) is the major European association of plant bakeries. AIBI is formed of 17 national plant bakeries associations including Russia, Turkey and Ukraine and representing more than 2100 plant bakeries. It represents the interests of its member vis-à-vis the European institutions in Brussels and beyond.