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# Innovation at Europain 2018 : FTA MagicDo, new process which combines quality and flexibility

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Discover the new process "MagicDo" presented by the FTA group (FoodTech Alliance) during the EUROPAIN fair 2018

The FTA group (FoodTech Alliance), composed by the companies Mérand, Hengel, Maé and Guyon has presented during the EUROPAIN fair 2018 it new process called "MagicDo".



Baking in Guyon deck ovens  
Source : FoodTech Alliance

Using the **qualities of the bread-making method** which improve **taste, conservation and freshness** of the bread, the MagicDo process will also bring flexibility.



Fermentation in Hengel retarder prover cabinet or chamber  
Source : FoodTech Alliance

It will allows to **freeze the preparation, cook it on a deck oven**, and given a possibility to the bakers with only one production site and several points of sales to **reduce their logistics flow** by keeping the **quality of the products**.

Combining quality and flexibility, the MagicDo FTA solution has generated interests during its launch at the EUROPAIN fair.

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