What is Magnesol?

MAGNESOL® is a uniquely safe, food-grade, pure white compound that acts as a magnet to attract and remove impurities that deteriorate oil quality and spoil fried foods.

It **removes both solid and dissolved impurities** from edible oils to provide extended oil life.

Magnesol is an adsorbent filter media, not an additive.

Approved by: USDA, JECFA/WHO, FDA.

Registered with EU number E553a(i).

It is Halal, Kosher, and NSF Certified



World Health Organization

FDA

NSF

E553a(i)

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Why use Magnesol Filters?

What is Fried Food? **OIL !**



- Chicken 15% - 47%



- French Fries 13% - 33%



- Fish 15% - 28%



- Donuts 24% - 35%



- Potato Chips 28% - 44%

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Why use Magnesol Filters?



Oil not filtered or filtered with filter paper only



Oil filtered with MAGNESOL

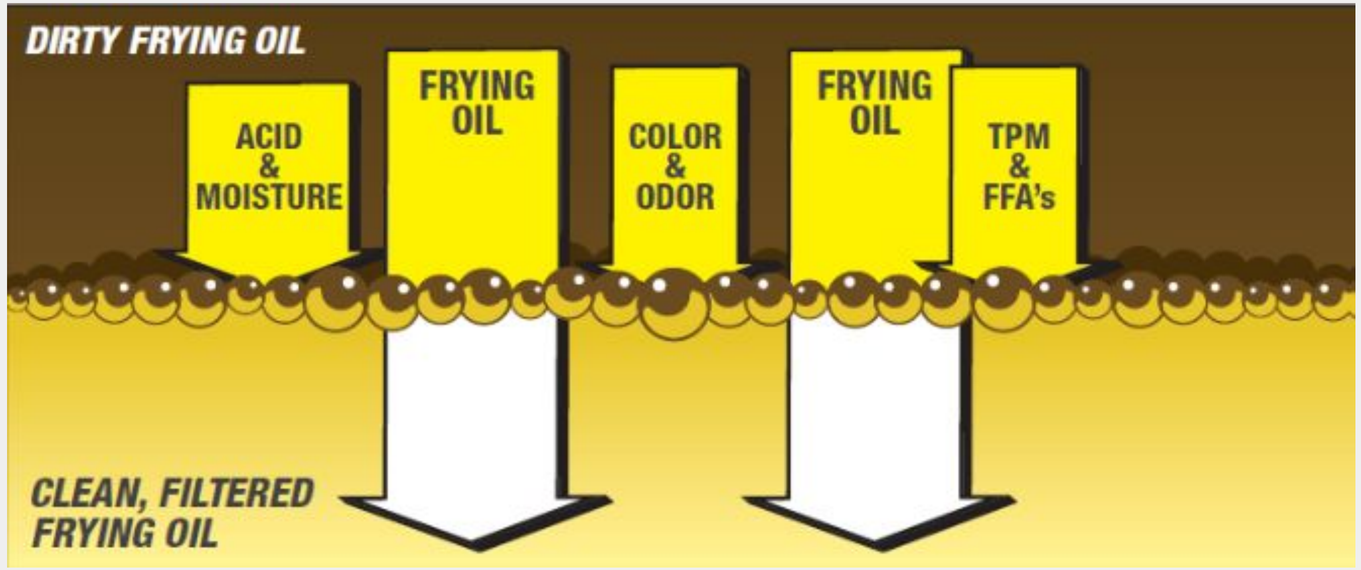
Why use Magnesol Filters?

- **IMPROVED FOOD QUALITY** - removes FFAs, TPMs, colors, flavors & odors, increasing product consistency
- **REDUCES OIL AND LABOR COSTS** - cuts frying oil purchases: longer oil life, less costs
- **SAVE LABOR COSTS** - less time spent changing and disposing of oil or cleaning fryers
- **REDUCED ENVIRONMENTAL IMPACT** - less land and water used for oil production, lower CO2 emission, lower energy use



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How does Magnesol work?



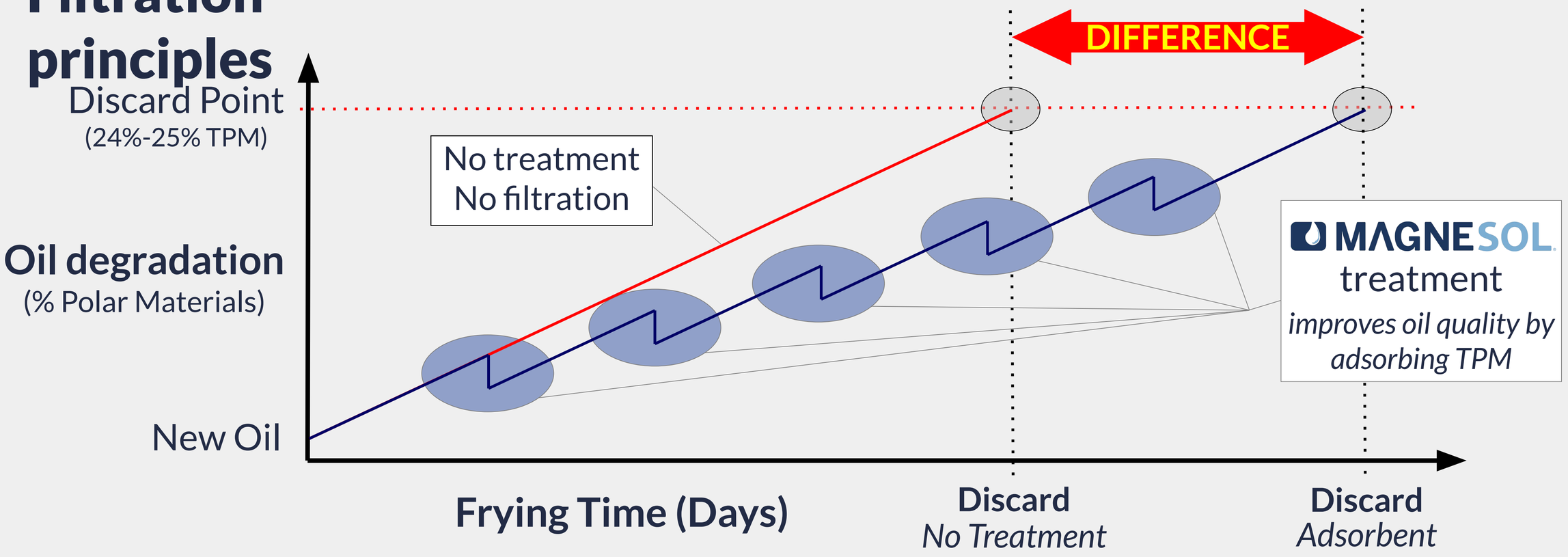


Filtering oil every day with **Magnesol** Filters not only **removes food debris** from oil, but also **extracts soluble liquid impurities** that contribute to off-flavors and odors of used oil. Unlike ordinary filter powders, **Magnesol** Filter particles act like a magnet to attract and remove the dissolved tastes and odors that can spoil fried food.

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How to use Magnesol Filters?

Filtration principles



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Benefits of using Magnesol Filters

- **Cost Savings**
  reduces frying oil discards by up to 50%
- **No investment needed**
  for use in existing fryers, replaces filter paper
- **Less other costs**
  at the restaurant (cleanup, energy, ...) => increased profits
- **Improved overall efficiency**
  reduced fryers operational downtime



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Benefits of using Magnesol Filters

- **Easy integration**
  simple to incorporate into daily cleaning and filtration procedures.

- **Consistent Food Quality**
  increases food quality consistency, crisp, golden fried products



- **Effective Oil Purification**
  improves oil quality, removes off-flavours, colours, odours,
  free fatty acids (FFA) and Total Polar Materials (TPM)

- **Environmentally Friendly**
  positive sustainability impact: reduction in CO_2 emission,
  less overall energy demand, less agricultural land use demand

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SUPPORT & QUALITY ASSURANCE

Free oil management training



Staff of trained and certified AOCS oil chemists

AOCS Since 1909
Your Global Fats and Oils Connection

FDA, NSF, and JECFA of WHO approved

FDA NSF

World Health Organization

FAO FIAT PANIS

MAGNESOL