



Frisia has been making life sweeter since 1899

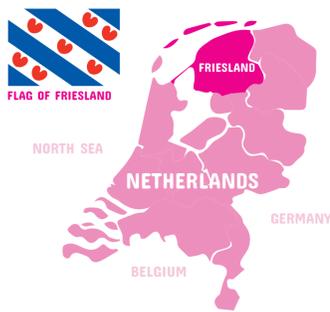
We're proud of our history. We have been making candy that cheers people up for over 120 years. That's how it was back in the late nineteenth and early twentieth centuries when our products were sold at the funfairs of Friesland in the Netherlands and it's still like that today.

The history of the mallow

Europe's biggest mallows factory is in Harlingen, Friesland (the Netherlands). This factory has been there since 1899, making it over 120 years old. When the factory was first built, they made all sorts of candy, including lollies, acid drops and nougat. In those days, people thought eating mallows when they were ill would make them better. Pharmacists sold mallows that were made of plants and roots to help deal with pain, for example. The factory in Harlingen began making mallows in 1966, under the brand name Frisia. Today, the factory focuses exclusively on making marshmallows. No other candy is produced there now. The other Frisia candies are made in the factories in Nijkerk and Turnhout.



Why Frisia? The name simply comes from "Friesland", which used to be called "Frisia". The Frisia logo still has a link with the flag of Friesland as they both bear the heart-shaped leaf of the white water lily.



What kinds of mallows are there?

In the past, all Frisia mallows were diamond-shaped. They were pink on one side and yellow on the other.



Now Frisia mallows come in all shapes and sizes. Examples include **Party mallows**, **Double mallows** and **Cable mallows**. But did you know that Frisia has devised mallows for almost every time of the year? When St Nicholas is on his way, for example, you can enjoy delicious **St Nicholas mallows**. Creepy **Halloween mallows** are tasty, too. They come in the shape of ghosts and pumpkins. And there are **Easter mallows** as well: jolly Easter bunnies, flowers and chicks. And we make **Orange mallows** especially for our King. A mix of red-white-blue-orange mallows to make King's Day a spectacular celebration. Finally, Frisia also makes **MEGA Barbecue Marshmallows**. A huge marshmallow to roast over the barbecue or dip in chocolate sauce in the summer. It lasts for aaages!

How are mallows made?

1.

What are mallows made of?

The ingredients in mallows are **sugar**, **glucose** (a sort of syrup), **gelatin**, **water**, **air**, **colouring agents** and **flavourings**.



A more difficult name for **sugar** is saccharose. It's quite simply the same sugar that people put in their coffee or tea. This sugar is made in the Netherlands from sugar beets that farmers grow on their land. **Gelatin** is a protein. Proteins are found mainly in meat, eggs and beans. Frisia uses the gelatin protein in their mallows because protein froths very easily. This way, the mallows stay nice and fluffy. The **colouring agents** give the mallows lovely colours: pink and yellow, but green and orange, too. You can spot Frisia mallows thanks to their **wonderfully smooth creamy vanilla taste and smell**. Mmmmmmm...

2.

Mixing and cooking the ingredients

The sugar and the syrup are kept in **huge storage tanks** next to the marshmallow factory. These ingredients go through thick pipes to the "**kitchen**": a production hall full of huge kettles. The sugar, syrup, gelatin and water are stirred together in these kettles. They are heated up to make a cooked mixture. After mixing and heating, a machine removes the air from the mixture (**evaporating**) to make it easier to measure the right quantity of the mixture.

Other machines then beat the mixture to put the air back in. This air consists of lots of tiny air bubbles. These bubbles make the marshmallow deliciously light and stretchable.



This is the basic marshmallow. **Colouring agents** and **flavourings** are added to this basic mixture.

3.

From extruding and cutting to storage

Pipes come from the kettles that squirt the warm marshmallow mixture onto large "marshmallow belts". The technical word for this is **extruding**. During this process, it forms the mixture into a shape. For example, the shape of a very long cable, if Cable mallows are being made. The long string of marshmallow is warm and sticky, but of course it mustn't get stuck to the belt! To prevent this, **flour** is sprinkled onto the belts. The marshmallow is cooled, as well, so that it becomes slightly dry on the outside. A cutting machine can now cut the marshmallow into small pieces. But before the string of marshmallow goes into the cutting machine, another coat of flour is sprinkled onto the mixture itself. Because the marshmallow must not stick to the knife either! The knife cuts the marshmallow to the right size. The mallows then go into very large rotating washing machine drums.

This makes the flour fall off the mallows again. After this, the mallows go along a conveyor belt to machines that dry them. The mallows are now ready!



4.

The mallows are put in little bags

To sell the mallows in the shop, they have to be packed in little bags, of course. This is done fully automatically by packaging machines. It is important to make sure that each bag weighs the same. So the mallows fall into weighing trays above the packaging machines. A computer knows exactly how much has to be weighed in these trays. You can buy bags of 25 g to 1,000 g! Two sorts of mallows are sold not by weight but by number. These are the Cable mallows and the Double mallows. When the bags have been filled, they are sealed by a machine.



5.

Packing in boxes

The bags of mallows are not taken from the factory to the shops loose. They are carried in boxes. Each box contains twelve or more bags of mallows, for example. When a box is full, a machine closes it automatically and stacks it onto a large trolley. Forklift trucks take the full trolleys to a warehouse. There the boxes are kept in very tall racks. The mallows now wait to be taken to the shops.



6.

Where can you buy Frisia mallows?

Frisia mallows are on sale in almost all major shops and supermarkets in the Netherlands. The boxes full of mallows are taken from the mallow factory to the shops in trucks. But did you know that families and children in other countries also enjoy our Dutch mallows? Frisia mallows are also sold in Germany, England and Belgium. Dutch mallows are even eaten in Hong Kong and China!

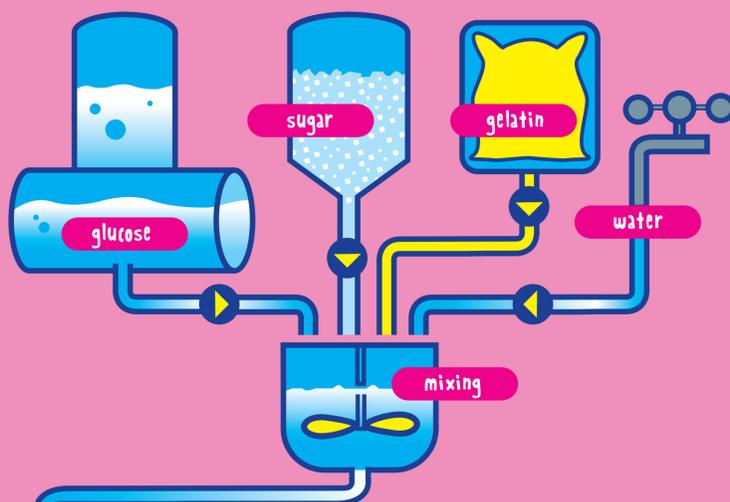


Frisia mallow production process

1.

Mallows are made of:

-  Sugar
-  Glucose
-  Gelatin
-  Water
-  Air
-  Colouring agents
-  Flavourings



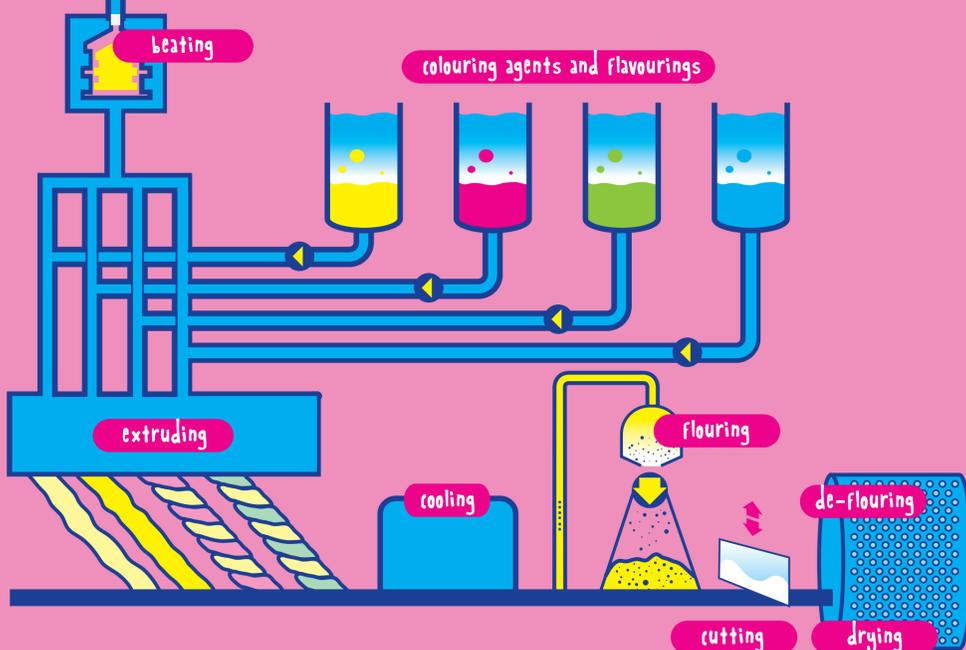
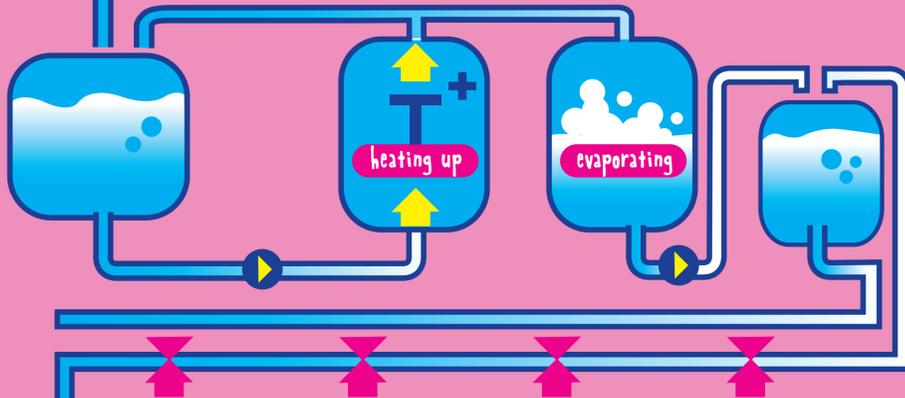
2.

The ingredients are sent to the kitchen. Here the sugar, syrup, gelatin and water are stirred together and heated to form a cooked mixture. After it has been boiled, the mixture is evaporated and then beaten again. After this, colouring agents and flavourings are added to the basic marshmallow mixture.



3.

The marshmallow mixture is squirted onto large "marshmallow belts" (extruded) to be made into the right shape. Flour is sprinkled on to the belts to prevent the long string of marshmallow from sticking to the belt or the knife. The marshmallow is cooled so that it becomes slightly dry on the outside. A cutting machine cuts the marshmallow into small pieces. The mallows go into a drum to remove the flour. After this, they are dried again.



4.



The mallows are put in little bags.

5.

The bags are packed in boxes.



6.

The mallows head towards you!