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مأكولات الشرق الأوسط

The Flour Sack of the Year Comes From Indonesia

Currently, the most beautiful flour sack comes from Indonesia and shows an image of bamboo. In December 2016 *Norman Loop*, Regional Business Manager at **Stern Ingredients Asia-Pacific**, presented the "Flour Sack Award 2015" to Indonesian flour mill **Sriboga** for its "Bamboo" motif on behalf of **Mühlenchemie GmbH & Co. KG** in Ahrensburg near Hamburg, Germany. With the award, which is decided by an independent jury, Mühlenchemie honors flour sack art as representations of regional cultures, as can be seen in the "MehWelten Museum" in Wittenburg. Wheat and baked goods have a short history in the Asian island nation of Indonesia, where rice has traditionally been the staple food number one. Thus it is all the more remarkable that this year's "Flour Sack Award" by Hamburg's Mühlenchemie and the MehWelten Museum went to the PT Sriboga Flour Mill for its "Bamboo" flour sack logo. The motif shows the growing importance of flour in Indonesia. "The



special challenge for the miller was to find an entirely new visual language to show the benefits of flour. The images that symbolize the purity, strength and naturalness of wheat flour in the west, have different meanings in Indonesia. For example, the sun or an ear of grain triggers

other associations here. So Sriboga chose bamboo as a symbol to translate the values ascribed to wheat into the language of the tropics," explained Loop, who as Regional Business Manager at Stern Ingredients Asia-Pacific looks after Mühlenchemie's customers in Indonesia. ■