

# The All New Maliban Smart Cream Cracker Improved With World-Class Technology



Maliban Biscuit Manufactories relaunched their Maliban Smart Cream Crackers reflecting an all improved taste and look with the use of world-class technology, to be a product that is beyond customer expectations. Taking on a fresh golden hue along with a cheesy and milky taste and paired with a crispy bite, the Smart Cream Cracker is a perfect treat for any biscuit lover regardless of age and occasion.

Envisioning to be the most preferred cracker amongst all cracker types available in the market, Maliban devoted much time to research and test what consumers look into when selecting a cracker. Accordingly, the taste, which plays a major role when it comes to consumer preference was given emphasis. As such, the all-new Smart Cream Cracker has been given an enhanced cheesy and milky taste, making it the first choice of cracker lovers. “The cracker category is the fastest growing segment in the biscuit industry mainly because of the nature of the biscuit itself,” said Ravi Jayawardena, CEO - Sales and Marketing. “In this

backdrop Maliban realised, that we should provide a good quality cracker that is loved by consumers. Maliban Smart Cream Cracker, for generations has been a favourite among everyone, and this has been proven through blind sensory tests and market research. As a company, that strives to always push our boundaries, we wanted to produce a biscuit that is the first choice of consumers. It is in this context that, Maliban ventured to refine the Smart Cream Cracker with a significant investment on latest technology to improve its manufacturing process. Following continuous research, we were able to determine key parameters that customers look into when selecting this type of a biscuit; and accordingly, the technology that was adopted enabled us to achieve our target of making the Smart Cream Cracker, the best in the market.”

Maliban has been using European and British technology and importing a brand new machine from Europe was done to update the manufacturing process. This enabled the automation of all steps in the production process from the point of feeding the mixture into the machine to packaging, involving minimal human interaction ensuring that the end product is crisp and clean were some steps taken to refine the process. “Precision is the hallmark of Maliban Products and one can define the Cream Cracker as an ‘untouched biscuit’,” said Anton Fernando, General Manager - Engineering. “The number of biscuits that goes into the packet is selected by the machine, resulting in higher precision levels. It is a world-class machine and one of the most technologically advanced in the world today. As the machine takes care of its control parameters, the consistency of each and every biscuit remains the same, providing a very consistent product.”

Commenting on the venture, Lalith Hemantha, Assistant General Manager - Production revealed, “adhering to consumer feedback, using premium quality ingredients and state-of-the-art technology, Maliban has re-introduced the Smart Cream Cracker mirroring the penchant of the consumers in all aspects-namely, the golden colour, cheesy and milky taste and the crispy bite. Even the packaging of the Smart Cream Cracker was chosen to preserve the crispiness of the biscuit and the technology used allowed us to improve the shelf life as well.”

Much attention to detail has been paid in the production of the Smart Cream Cracker including the materials, method, workers and the machinery utilised. As a food manufacturing company who exports to countries around the globe, Maliban adheres to the highest levels of standard, and focuses on developing a product that is accepted worldwide. “We have a quality culture in Maliban,”

affirms Warna Fernando, General Manager - Quality Analysis and Research and Development. “This means that everybody, from the top management to other levels, are concerned about the quality aspect in everything including the hygienic conditions and the environment. As such we strive to comply with Sri Lankan standards including US-FDA standard and international standards.”

She further said, “Maliban Cream Cracker is exported to many countries of the world including European countries. It has won the Superior Taste Award by ITQI (International Taste and Quality Institute) in Brussels, Belgium. ITQI is an institution, which provides ratings on food products, subject to reviewing by world-renowned chefs. Maliban is the first Sri Lankan biscuit manufacturer to win this prestigious award. Adjudged by an esteemed panel of international chefs, the award attested to the superior taste and quality of the Cream Cracker.”



