

Feel good about flour

CARRS

self-raising flour

better flour bakes better cakes



By only using the best part of the finest wheats, together with exclusive raising agents our new premium self-raising flour produces lighter, moister cakes and puddings time after time.

www.carrsbreadmaker.info

Carr's Flour, Old Croft, Stanwix, Carlisle, Cumbria CA3 9BA

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Why Carr's new self-raising flour is so special...

Your cakes and puddings are only as good as the ingredients you use to make them. Which is why we are delighted to introduce our new premium self-raising flour.

So what makes it so special?

You may have heard the term 'grist to the mill' – which describes the practice of blending different wheats together before milling them.

The only real advantage of this method is that it is cheaper than milling wheats separately; the process favoured by Carr's because it consistently produces better flour.

After the finest wheats from around the world arrive at our mill by boat, we low pressure mill™ each individual type on air floated, water cooled roller mills to gently release the flour.

Up to 50 different streams of flour are released, each one with its own unique identity. We 'fingerprint' each one and, if necessary, blend selected streams to create specialist flours.

For our new self-raising flour - which uses the best parts of the finest 'cake' wheats - we have added a unique blend of raising agents.

This is crucial as the wrong balance of agents can force cakes and puddings to rise too fast, split, sink and leave black spots on the surface, or even leave an unpleasant after-taste.

We never add bleach, improvers, additives or enzymes to our flour.

Carr's has been milling flour for more than 175 years. We understand wheat. We understand flour. We work hard to meet our customers' expectations. We are confident that our new self-raising flour is the best you can buy.

Try it today!