

Mühlenchemie announces winner of 2020 Flour Sack of the Year Award

Each year flour treatment specialist Mühlenchemie recognises a flour sack whose artwork communicates the significance of this most important staple food in a particularly noteworthy way. The 2020 Flour Sack of The Year comes from Indian mill Vivek Agro Foods.

The sacks are exhibited in the FlourWorld Museum, founded in 2008 at the initiative of Mühlenchemie. The museum and the award represent a thanks to millers around the world. The artwork of the Vivek Agro Foods sack is an abstract expression of delight in high-quality flour and the baked goods made from it.

Biren Palani, Managing Director of Stern Ingredients India, presented the 2020 Flour Sack Award to Prashant Jain, Managing Director of Vivek Agro Foods. The meeting of over 1000 grain and flour experts from around the world at the Digital Millers' Conference 2021 provided a worthy setting for the award presentation.

Vivek Agro Foods, a mill in the Apex Mills Group, is one of the leading suppliers of wheat products in India. The company processes grain for consumers into various products, especially atta, maida, sooji, wheat germ and wheat bran. Vivek Agro Foods operates three processing lines with a total capacity exceeding 700 tonnes per day.

It stands for life, health & prosperity

The 2020 flour sack of the year differs from previous award winners by virtue of its abstract colour design, whose energy and colours express the joy that flour as a staple food gives. It stands for life, health and prosperity. At the same time, the artwork symbolises growth and positive thinking, and thus also the passion millers have for their products. The design reflects the happiness that baked goods bring to consumers, whether through to the enjoyment of eating, or through the life- and health-giving properties of flour.

The abstract symbolism won over the jury, "Flour sacks are more than just packaging. Vivek Agro Foods demonstrates this particularly impactfully. The artwork communicates a passionate brand message that expresses everything flour stands for," says jury chairman Volkmar Wywiol. "We wish to recognise this creativity, and so we chose Vivek Agro Foods as the winner of the 2020 Flour Sack Award."

The tradition, the history and the myths

Like the winners of previous years, the Vivek Agro Foods flour sack will receive a place of honour in the Hall of Fame of Mühlenchemie's FlourWorld Museum. This museum in Wittenburg houses the world's largest collection of flour sacks, with over 3700 sacks from over 140 countries.

The images on the sacks speak of the tradition, the history



and the myths around this staple food. The exhibition expresses appreciation for all the millers who daily supply people with flour and informs visitors of its history and importance.

"We are very proud that one of our flour sacks was made 2020 Flour Sack of The Year," says Mr Jain. "For our premium flour we put special effort into the packaging, because a special flour deserves special design. Our customers also appreciate it. This award spurs us on to continue to design creative and unique artwork," he concludes.

