

**BYE BYE MAGGI !**

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# MAGGI INGREDIENTS





# Ingredients

Iodised Salt, Sugar, Flavour Enhancers (Monosodium Glutamate, Disodium Inosinate, Disodium Guanylate), Maize Starch, Vegetable fat (Palm), Hydrolysed Soya Beans, Water, Colour (Ammonia Caramel), Onion, Ferric Pyrophosphate, Emulsifier (**Soya** Lecithin), Spice Extracts (White Pepper, Chilli, Clove) Flavouring, Yeast Extract.

# **NUTRITIONAL FACTS OF MAGGI CUBES**

Valeurs  
nutritionnelles

قيم غذائية

Pour 100 g

لكل 100 غ

Pour 250 ml  
(1 cube/1L)

لكل 250 مل  
(1 مكعب / 1 لتر)

Energie

طاقة

241 kcal  
1010 kJ

6 kcal  
26 kJ

Protéines

بروتينات

7,9 g

0,2 g

Glucides

جلوسيدات

26,7 g

0,7 g

dont sucres

بما في ذلك سكريات

8,5 g

0,2 g



# MSG

GOOD

OR

BAD?



*What is M.S.G.??*

*Why people say's this is BAD for you?*





MSG, which stands for monosodium glutamate, is the sodium salt of glutamic acid.

Glutamic acid is actually a common amino acid that occurs naturally in a range of food like, tomatoes and dried mushrooms, and it's what makes those foods taste so flavorful and good. It's also found human breast milk.

MSG has an intense umami quality — umami is essentially a savory flavor that doesn't fall into the salty, sweet, sour or bitter categories of taste. It is basically umami in crystalline form.

A collage of various canned and packaged food items, including soups, tomatoes, and condiments, with a semi-transparent text overlay. The items are scattered and overlapping, creating a dense background. The text is centered and reads: 

# Monosodium Glutamate: How Is It Harmful?

## MONOSODIUM GLUTAMATE (MSG)

MSG caused obesity, female sterility and abnormal skeletal development.

NON MSG



MSG FED



MSG IS TESTED ON LAB MICE



80% OF FOOD TODAY CONSUMED BY  
HUMANS CONTAINS MSG





- Pathological changes.
- endocrine function.
- delayed neural development (brain damage).
- changes in physiological development.



ref.

science: Brain Lesions, Obesity, and  
Other Disturbances in Mice Treated  
with Monosodium Glutamate

# E627

means

Disodium guanylate, sodium  
guanylate

# Disodium guanylate

Also known as sodium 5'-guanylate and disodium 5'-guanylate, is a natural sodium salt of the flavor enhancing nucleotide guanosine monophosphate (GMP). Disodium guanylate is a food additive with the E-number E627. It is commonly used in conjunction with a glutamic acid.



Disodium guanylate is not safe for babies under twelve weeks, and should generally be avoided by people with gout, guanylates are metabolized to purins .

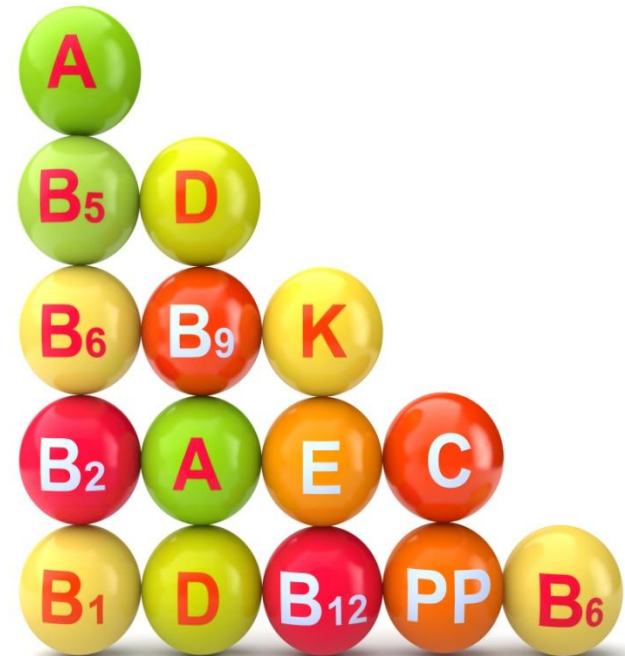
# The new ingredients (ingredients of my cubes)

Fresh vegetables,  
chicken, seasoning,  
water, stabilizers(starch,  
guar gum, agar)



# Benefits of new ingredients

- \*Source of nutrients like: vitamins
- \*Source of protein.
- \*More healthy and more natural
- \*comparing with using of MSG and other components.
- \*Less salts.





**SOME PICTURES FOR  
DIFFERENT  
STAGES OF CUBE PREPARATION**









تَجْمِيَّة (١)

نَسَا ٣٪



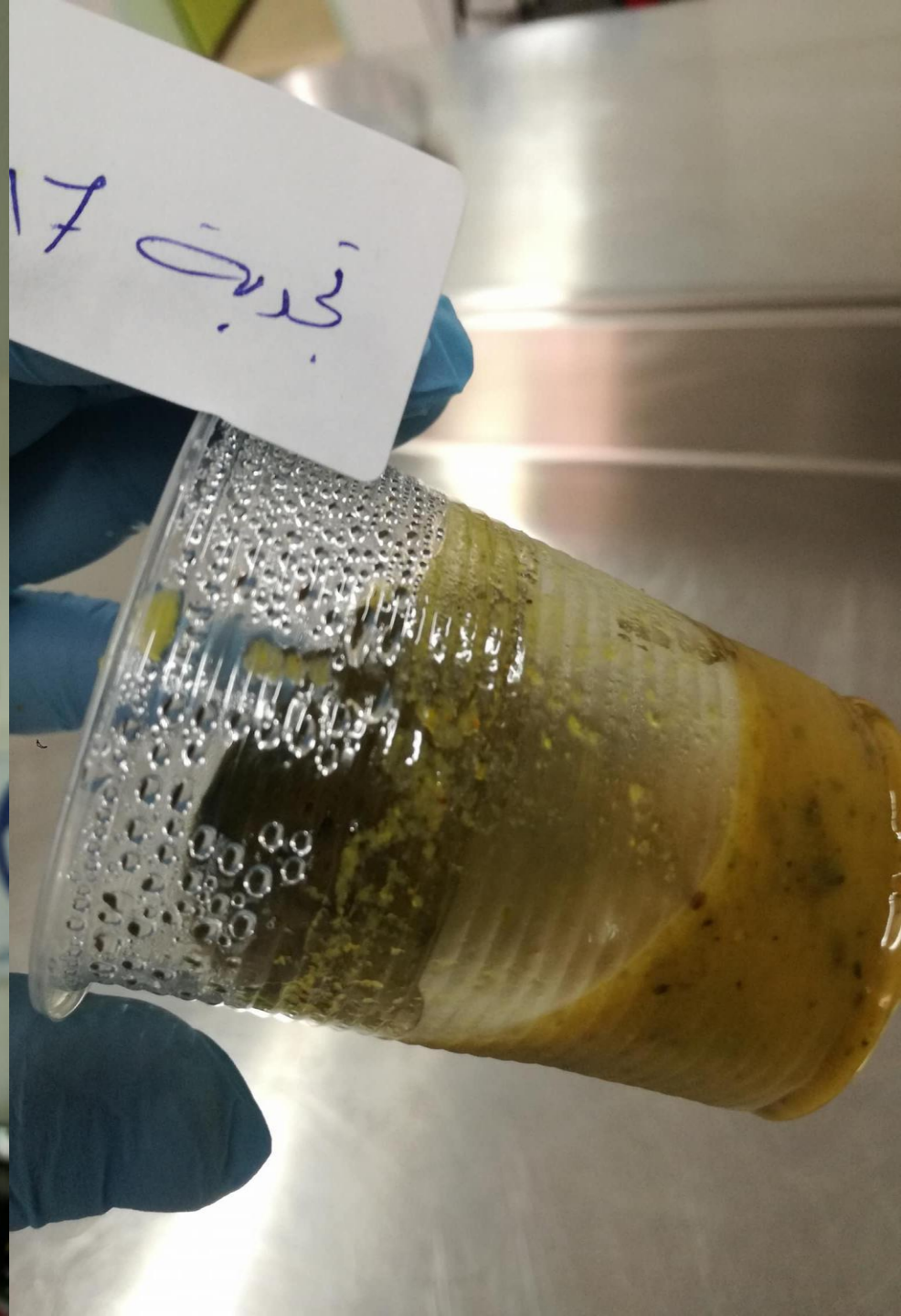
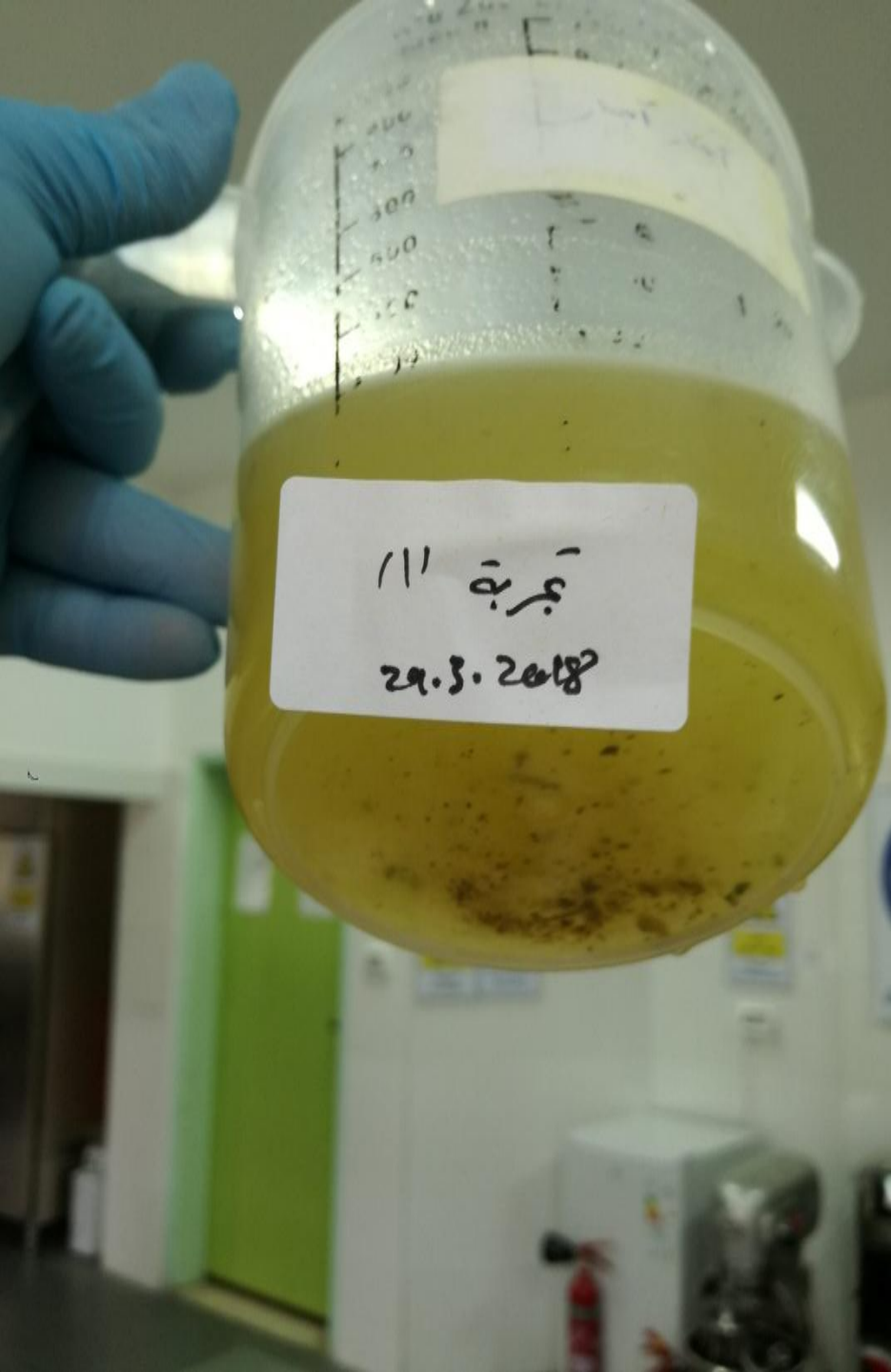
تَجْمِيَّة (٣)

نَسَا ١٪

أَجَار ٠.٢٪









Comparison between final  
products:  
(color, texture and smell)





اختبار القمع للخبزات

1.4.2018

تجربة (6)



تجربة (6)





# **DISHES FROM THE CURRENT CUBES AND NEW CUBES**



# FINANCIAL STUDY



**Total cost of (vegetables +seasoning)**

**for 2 liters: 5 NIS**

**2 liters gives ~80cubes**

**sells 80 cubes for 80 NIS**

**each cube costs 1 NIS**



Any  
Questions

