

# **MAGNESOL**®

**GLOBAL LEADER IN FRYING OIL FILTRATION**



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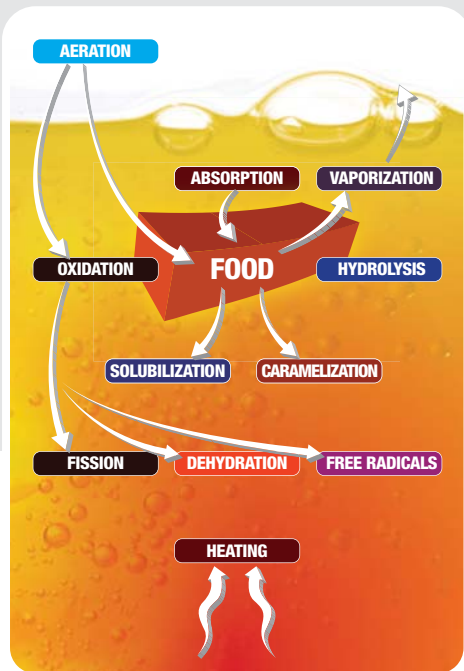
MANUFACTURED BY

**DALLAS**  
The Dallas Group of America, Inc.

# REDUCE YOUR FRYING OIL PURCHASES BY UP TO 50%!

## CAUSES OF OIL DEGRADATION

- Oil contamination
- Oil oxidation
- Polymerization
- Hydrolysis
- Thermal decomposition



## SIGNS OF OIL DEGRADATION

- Taste
- Color
- Smoking
- Foaming
- Smell
- Acid Value



## WHAT IS MAGNESOL?

Magnesol is a safe pure white compound that meets the food grade specifications of the FDA, NSF, JECFA of WHO.

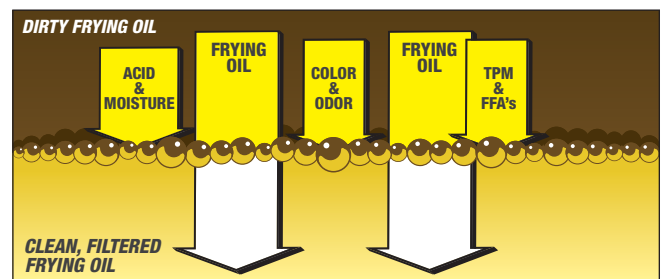
Magnesol removes both solid and dissolved impurities from used oil to provide extended oil life. The oil stays fresh, clear and clean so that you can provide the customer with consistent, crisp and golden delicious fried foods.

## WHY USE MAGNESOL?

- Quality and economic benefits
- Reduced oil purchases and usage
- Increase effectiveness of filtration by 90%
- Higher profits
- Reduced costs
- End product quality

## HOW DOES MAGNESOL WORK?

Magnesol is activated! It is different to any other purifier on the market. Filtering every day with Magnesol not only removes food debris from oil but also extracts soluble liquid impurities that contribute to off flavors and odors of used oil. Unlike ordinary filter powders, Magnesol particles act like a magnet to attract and remove the dissolved tastes and odors that can spoil fried food.




# BENEFITS


- Serve crisp, golden delicious fried food
- Reduces your frying oil purchases by up to 50%
- Contributes to real, bottom line savings
- Simple to integrate into daily filtration services
- Increased profits
- Environmentally friendly
- Improved OHS
- 50% less oil disposal and boil outs
- Increases product consistency
- Longer hold times of products
- Removes FFA's, TPM's, colors, flavors & odors

**IMPROVE YOUR FRYING OIL QUALITY BY UP TO 50% OR MORE!**

**Oil Filtered with Magnesol®**  
Days of Oil Life



**Oil Filtered with "Brand X"**  
Days of Oil Life



# POTENTIAL COST SAVINGS

How many deep fryers do you have?	<b>3</b>
How much oil in each fryer?	<b>50lbs.</b>
Average oil life in days?	<b>3</b>
Cost of oil per lb.?	<b>\$ 0.75</b>
Current annual cost of oil?	<b>\$ 13,686</b>
Projected savings on oil with Magnesol	<b>\$ 6,843</b>
Projected cost of Magnesol?	<b>\$ 490</b>
Annual savings	<b>\$ 6353</b>



SPRINKLE MAGNESOL OVER FILTER PAPER



DRAIN THE OIL FROM FRYER INTO THE FILTER PAN



ALLOW OIL TO RECIRCULATE FOR 5-7 MINUTES



CLEAN FRYER OUT. RETURN THE FILTERED OIL TO THE VAT



DISCARD FILTER PAPER & THE MAGNESOL RESIDUE. CLEAN YOUR FILTER PAN TO ENSURE THAT IS READY FOR USE.

**MAXIMIZE YOUR OIL'S OPTIMUM FRYING CONDITIONS**

# FAQ'S

**Q: Is Magnesol food grade? What certifications does it have?**

A: Yes Magnesol meets food grade specifications of the US Food and Drug Administration(FDA), National Sanitation Foundation (NSF), and the Joint Expert Committee on Food Additives(JECFA) of the World Health Organisation (WHO). It is also Kosher and Halal certified.

**Q: Is it an "additive"? How is it different than what I am using now?**

A: No, an additive remains in the oil during the oil filtration. Magnesol is a filter media. Magnesol is activated, it acts like a magnet to attract and remove the dissolved tastes and odors that can spoil fried food. It removes these impurities during daily filtration and maintains fresh and clear frying oil.

**Q: How many days of oil life can I expect? How much Magnesol do I use?**

A: Oil life varies with fried food sales volume, product mix and fry station management practices. At least a 30%- 50% increase in oil life is attainable for a new user of Magnesol. Generally 4.8oz of Magnesol is required to treat 50lbs of oil. Consult the side of the carton for other volumes.

**Q: Do I need a filter machine? How long do I filter my oil ?**

A: Yes you do require a filtration machine. You cannot use a filter cone or bag. Five to ten minutes (per fryer) of recirculation through a built-in or portable filter machine is necessary for maximum effectiveness.

**Q: Does Magnesol work with any type of oil?**

A: Yes. Oil degradation is common with all edible frying oils and Magnesol is effective on all types, including the new zero trans-fat oils.

**Q: At what temperature should I filter the oil?**

A: Magnesol best performs when the oil is filtered at cooking temperature - typically 285°F - 360°F.

**Q: When should I change my oil?**

A: The decision should be based on finished food quality standards and sensory evaluation. Color, Flavor, Taste, Appearance and Texture of the food should be the ultimate determining factor. If the oil is very dark, smoking, foaming or has a bad smell, it is time to change the oil.

**Q: Do I put Magnesol in the oil or in the filter pan?**

A: Magnesol works equally well when sprinkled over the filter paper in the filter pan or directly into the oil. It will create a 'filter cake' on the screen or filter paper.

**Q: Magnesol reduces Free Fatty Acid (FFA's) and Total Polar Materials (TPM's). What does this mean?**

A: FFA's are molecules that lower the surface tension of oils, allowing batter and breading to soak up more oil. The result is greasy fried food. Magnesol greatly slows down the formation of these molecules , allowing your oil to last longer and fried foods to be light and crisp. TPM's are the only chemical measure of oil degradation that has been correlated to the taste and odor of fried food. Magnesol is the premier product at reducing TPM's.

**Q: What happens if I don't filter daily with Magnesol?**

A: During frying , oil surrounds and soaks into food, actually becoming part of it. As frying oil breaks down, dissolved impurities soak into the food, affecting taste, texture and appearance. Daily use of Magnesol extracts the off flavors and odors dissolved in oil so that only clean, fresh oil come into contact with the fried food. And cleaner oil means longer oil life. For every day of filtering missed, you lose up to two days of oil life. Keep your frying oil costs down and your customers happy - use Magnesol every day.

**THE DALLAS GROUP OF AMERICA, INC.**  
374 Route 22, PO Box 489, Whitehouse, NJ 08888  
[www.dallasgrp.com](http://www.dallasgrp.com) | [info@dallasgrp.com](mailto:info@dallasgrp.com)

908.534.7800 | 908.534.0084 (Fax)

For more info about  
**THE DALLAS GROUP**  
Scan this QR code

