



**GLOBAL LEADER IN FRYING OIL FILTRATION**



MANUFACTURED BY

**DALLAS**

The Dallas Group of America, Inc.

## What is MAGNESOL®?

MAGNESOL® is a safe, pure white compound that meets the food grade specifications of the FDA, NSF, and 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.

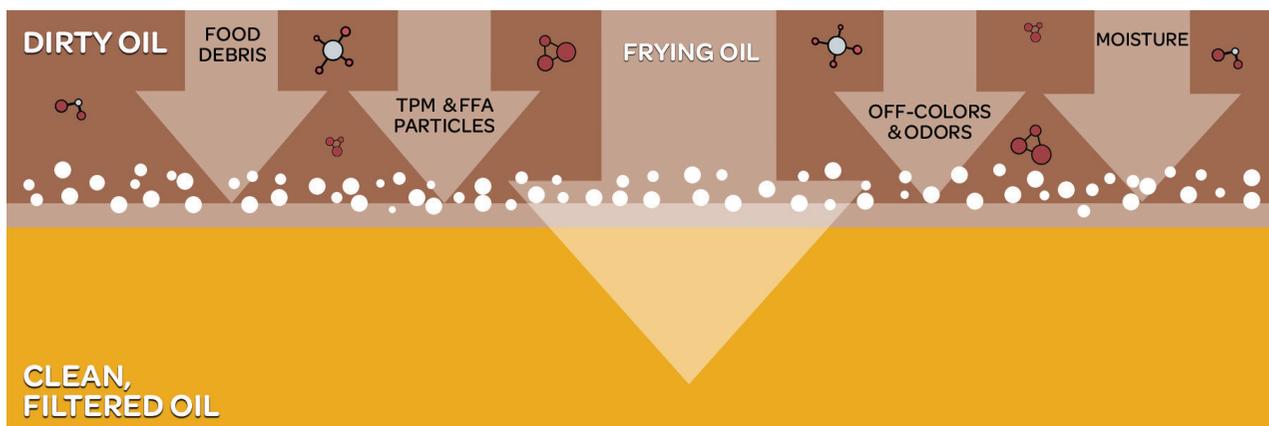


## What are the benefits of using MAGNESOL®?

- ✓ Simple to integrate into your daily filtration process
- ✓ Removes off-flavors, colors, odors, FFAs, and TPMs
- ✓ Improved oil quality and efficiency
- ✓ Reduces frying oil costs - Cut your oil spend by up to 50%
- ✓ Better product quality and consistency
- ✓ Free oil management training!

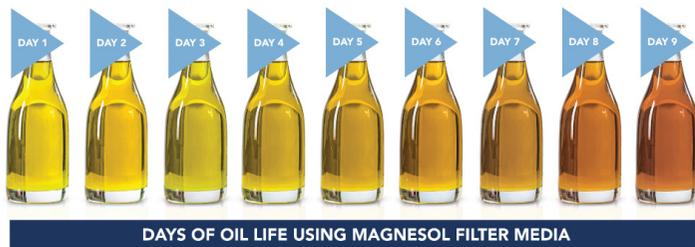
## How does MAGNESOL® work?

MAGNESOL® is different from any other purifier on the market. Filtering every day with MAGNESOL® not only removes food debris from oil, but also extracts soluble liquid impurities formed during the frying process that contribute to off-flavors, colors, 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.



## Does MAGNESOL® promote my restaurant's sustainability efforts?

The Dallas Group of America is committed to developing sustainable solutions effective in minimizing or eliminating Environmental, Health and Safety risks. By using MAGNESOL®, your restaurant operations will reduce oil consumption, resulting in a positive impact on our environment and a safer work space for your employees.



DAYS OF OIL LIFE USING MAGNESOL FILTER MEDIA



DAYS OF OIL LIFE **WITHOUT** MAGNESOL FILTER MEDIA

## POTENTIAL COST SAVINGS

Number of deep fryers: **3 fryers**

Amount of oil per fryer: **23 liters**

Average oil life in days: **3 days**

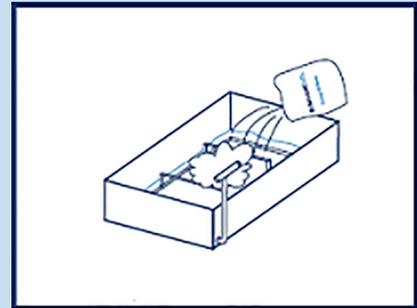
Cost of oil per litre: **\$2.30**

Annual cost of oil: **\$19,308.50**

Projected savings with Magnesol: **\$9,654.25**

Projected cost of Magnesol: **\$1,933.17**

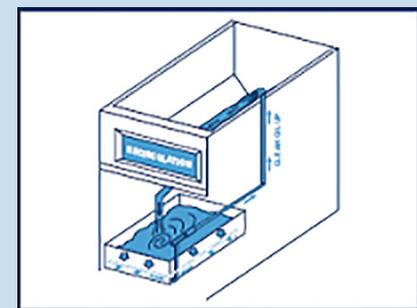
Annual savings: **\$8,255.08**



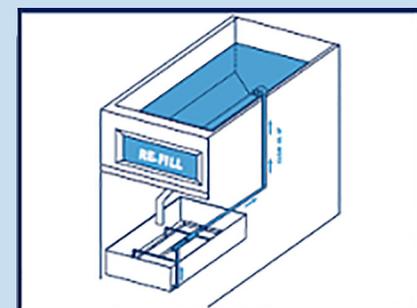
Install filter paper/screen. Evenly spread MAGNESOL® onto paper.



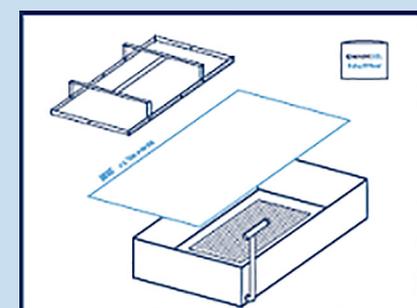
Drain the oil from the fryer into the filter box.



Re-circulate oil through filter for 5-8 minutes once per day.



Wipe down fryer and return filtered oil to the vat.



NOTE: Use proper paper/screen for your fryer; Refer to manual or contact service provider.

# Frequently Asked Questions

**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 Organization (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 and acts like a magnet to attract and remove the dissolved tastes and odours that can spoil fried food. It removes these impurities during daily filtration to maintain 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 7g of MAGNESOL® is required to treat 1 liter 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, the use of MAGNESOL® does require a filtration machine. You cannot use a filter cone or bag. Five to eight minutes (per fryer) of recirculation through a portable or inbuilt 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 - a minimum of 140°C.

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

A: The decision to discard oil should always be made after the fryer is filtered. Color, flavor, taste, appearance and texture of the food are important factors, but using a measuring device or test strips to test oil quality will ensure consistent delivery of high-quality fried foods.

**Q: Do I put MAGNESOL® in the oil or in the filter box?**

A: MAGNESOL® works best when sprinkled over the filter paper in the filter box. The filter powder will create a ‘filter cake’ on the screen or filter paper.

**Q: MAGNESOL® reduces Free Fatty Acids (FFAs) and Total Polar Materials (TPMs). What does this mean?**

A: FFAs are molecules that can act as a surfactant and lower the surface tension of oils, which promotes foaming of the oil and allows the food product 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. TPMs are the only chemical measure of oil degradation that have been correlated to the taste and odor of fried food. MAGNESOL® is the premier product at reducing TPMs.

**Q: What happens if I don’t filter daily with MAGNESOL®?**

A: 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 comes 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®

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