



The Health Debate

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Rice may still rule our plates, but flour is fast becoming the star of Bangladeshi kitchens. From bread and biscuits to rotis and parathas, flour-based meals have gone from occasional to everyday. Yet a simple choice hides in plain sight: do you reach for whole wheat (red/brown) flour or refined white flour? The answer matters more than you think.

What sets them apart

It all comes down to the milling process. Whole wheat flour uses the entire wheat kernel composed of bran, germ, and endosperm, keeping its fibre and nutrients intact. White flour, in contrast, strips away bran and germ, leaving behind a fluffy texture but little else in terms of nutrition.

Why whole wheat wins

» Blood Sugar Balance: It's higher fibre and lower glycemic index slows sugar absorption. It is ideal for diabetics and anyone needing steady energy.

» Weight & Digestion: Fibre keeps you fuller for longer and supports gut health.

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“Red whole grain wheat flour provides 10-12g of fibre per 100g, slightly more than white whole wheat and over three times more than refined flour. This fibre supports digestive health, enhances satiety, regulates blood sugar, and provides sustained energy thanks to its intact bran and germ.”

DR. NAZMA SHAHEEN, Professor at the Institute of Nutrition and Food Science, University of Dhaka



» Heart Benefits: Whole wheat helps reduce LDL cholesterol and carries antioxidants that may lower disease risk.

The cost of white flour

Refined flour offers lightness for pastries, but comes with downsides: sugar spikes, weight gain, poor digestion, nutrient gaps, and greater heart health risks.

Nutritionist Nazma Shaheen adds that red wheat flour is rich in magnesium, potassium, B vitamins,

iron, and antioxidants, nutrients otherwise stripped away from refined flour. These nutrients help lower LDL cholesterol and improve blood pressure, supporting overall cardiovascular health.

So, which should you choose?

Refined flour may have its place in cakes and pastries, but for daily staples, whole wheat flour is the clear winner. If giving up white entirely feels tough, start by mixing the two. Over time, your body and taste buds will thank you.

Meeting health demands with tech and quality

The Daily Star (TDS): How is Fresh responding to the rising consumer demand for healthier atta and maida?

S.M. Muzibur Rahman (SMR): We have launched Fresh Whole Wheat atta, rich in natural fibre from the whole grain. Expect more value-added, health-

dedicated sales force ensures consistent presence from cities to the most remote villages.

TDS: Regarding exports, what are Fresh's global objectives and market approach?

SMR: We aim to be a globally trusted brand, focusing on the South Asian diaspora in the Middle East, Southeast Asia, and select Western countries. We ensure international standards, with Halal and ISO certifications, translating our local trust into global recognition.



S.M. MUZIBUR RAHMAN, FCA, Senior General Manager & Head of Accounts, MGI

- “MGI is the first in Bangladesh to introduce a thermal system to reduce moisture in Suji, enhancing freshness, shelf life, and food safety.”
- To ensure consistency, we've implemented an online NIR system and automated packaging, reducing manual handling and boosting efficiency.”

focused variants as we evolve with consumer preferences.

TDS: Your mills are known for advanced technology. How does this translate into Fresh flour's consistent quality and safety?

SMR: Our Tanveer Dal Mill & Flour Mills Ltd. and Sonargaon Flour & Dal Mills Ltd utilise state-of-the-art tech, including colour sorters for purity and a pioneering thermal system for atta, maida & suji freshness and shelf life. This commitment secured our Gold Star for Quality (Geneva, 2005) and “Most Loved Brand” for nine consecutive years. Quality is engineered into every packet.

TDS: What is Fresh's strategy for ensuring widespread availability across Bangladesh?

SMR: A robust nationwide distribution network, supported by a “live delivery and zero-stock policy,” guarantees optimal freshness and accessibility. Our

TDS: What future innovations can customers expect from the Fresh brand?

SMR: Our focus remains on health and convenience. Look forward to

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“Our export strategy focuses on building brand recognition and trust, particularly among the South Asian diaspora, by ensuring purity, safety, and consistency.”

expanding in specialised atta and maida variants. We are committed to continuous evolution, delivering fresh, quality choices that meet modern lifestyle needs.

ফলিক অ্যাসিড
Folic Acid
Improves blood circulation

ভিটামিন বি-১২
Vitamin B-12
Makes bones stronger

আয়রন
Iron
Gives more strength

জিংক
Zinc
Strengthens immune system

স্বাস্থ্য সুরক্ষায় প্রতিদিন...