

rice cracker puffing machine products are coming soon.

Sandwich rice crackers are one of the few enduringly popular varieties among traditional puffed snacks. The reason for their enduring popularity lies simply in their taste and novelty.

While traditional puffed snacks offer a wide variety of types and flavors, with rising incomes and increasing demands for material and cultural enrichment, simple designs are no longer sufficient to satisfy discerning palates.



Ordinary puffed foods primarily use corn, rice, and flour as their main raw materials, supplemented with starch and other grain powders. These are then extruded and puffed to create simple puffed snacks with different shapes and textures. Whether it's dried rice and corn-based puffed foods or fried puffed foods made primarily of flour or starch, each new type of extruded puffed snack can dominate the market for a period initially. However, newer varieties quickly emerge and take over the market, or the product is gradually eliminated by the market due to

inherent taste flaws or price limitations. Only a small percentage of puffed food products survive the test of time and maintain long-term market acceptance and recognition; filled rice crackers are a prime example.



Filled rice crackers have actually been in the puffed snack food market for about twenty years. Initially, they were primarily high-quality filled rice cracker products launched by large puffed food processing

companies. Later, as time passed and market acceptance increased, many snack food manufacturers began producing this new type of food, quite different from traditional single-mold puffed snacks. Rice crackers gained long-term market recognition precisely because of their unique processing method and the resulting different taste. However, objectively analyzing how filled rice crackers have maintained a certain market share in the puffed snack food market for so long also reflects the fact that the pace of innovation and replacement of extruded puffed snack food products in the Chinese market over the past twenty years has been slow, even lacking significant growth. This is because no new and innovative varieties have been introduced to replace the market position of filled rice crackers.



Reference

The following are five authoritative foreign literature websites in the field of Industrial food machinery:

1. Food Engineering Magazine

Website: <https://www.foodengineeringmag.com/>

2. Food Processing Magazine

Website: <https://www.foodprocessing.com/>

3. Journal of Food Engineering

Website: <https://www.journals.elsevier.com/journal-of-food-engineering>

4. Food Manufacturing Magazine

Website: <https://www.foodmanufacturing.com/>

5. International Journal of Food Science & Technology

Website: <https://onlinelibrary.wiley.com/>