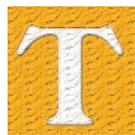


Weishardt innovative clean label ingredient systems for delicatessen products



Today's consumers want products that are as close to nature as possible, products made with ingredients that are easily understood, expected, authentic and healthy. They are consequently questioning the use of additives although additives play a crucial role in developments of many food products.

This phenomenon, often referred as the "clean label" trend represents a real and positive "revolution" in the food industry. Indeed, these clean label product developments raise many issues about functionality, flavor and performance.

It's in this context that WEISHARDT has created solutions to help customers to formulate clean label products such as seasoning for sausages, brines for ham and coating and texturizing systems for meat products. For these food applications, WEISHARDT has selected the adapted and clean label ingredient systems for preservation, taste and performance.

A clean label and winning seasoning for chipolatas and merguez

Sausages (merguez and chipolatas) are very popular as food products. They are enjoyed by the whole family. Due to Weishardt high-performance clean label ingredient systems, sausages can now be offered in a clean label version. They don't include any additives to declare. They allow a similar shelf-life while compared to a classic version with additives and/or preservatives.

Preservatives prevent deterioration in the form of microbial growth and objectionable flavours and odours such as those described as rancid. The latter is the result of degradation of fats present in chipolatas and merguez.

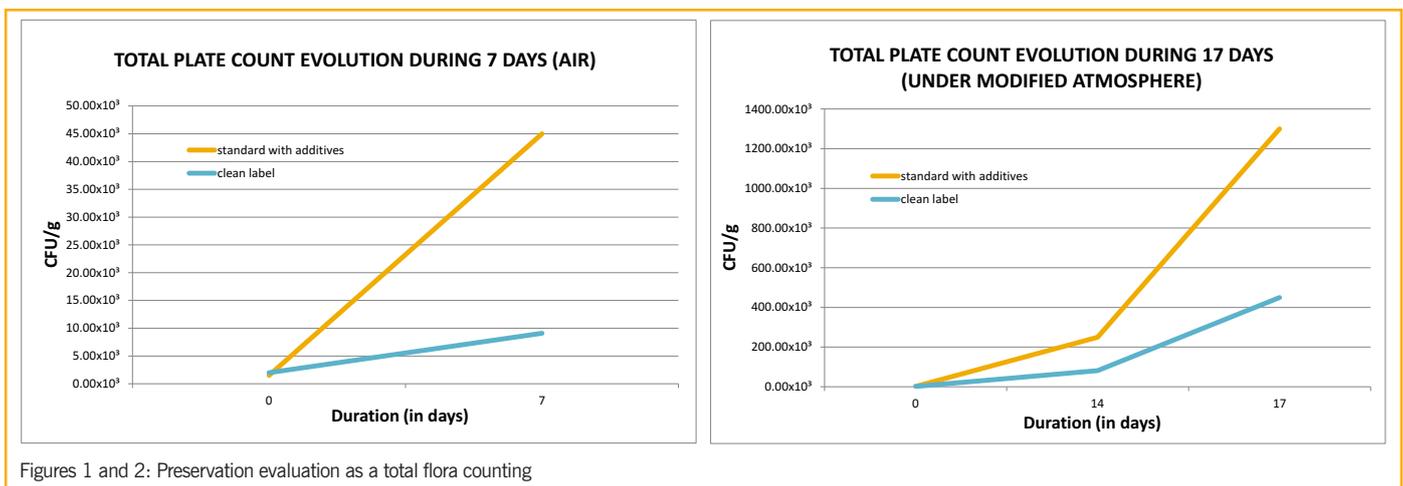
Hence, product preservation performance has been assessed in a technical center, CETA Rennes (results are displayed in figures 1 and 2) and showed no significant difference between a classic formulation with additives and Weishardt clean label formulation.

To date, WEISHARDT can offer a wide range of

recipes including its clean label Acimix systems. Various flavours have been developed: herbs (oregano, thyme, basilic), oriental (cumin and cinnamon), chistora (smoked sweet pepper and garlic), sweet merguez (aniseed notes) and strong merguez (hot and spicy).

A clean label cooked ham

Nitrite is used as an additive in the ham industry to provide colour, taste and protect against clostridia. In the literature, nitrite is widely reported to be unhealthy. Consequently, many delicatessen products which contain nitrites (e.g cooked ham) suffer from nitrite's bad image. The mediatization of this information about nitrite and health has more recently modified the market and amplified the demand for delicatessen products free from additives. A well-known alternative to avoid nitrite salt (E250) is to use naturally nitrate-rich vegetables that will lead (through the ferments) to the formation of the nitroso-myochromogen (stable pink) which is present in



Figures 1 and 2: Preservation evaluation as a total flora counting

traditional ham. This alternative way does not allow a "preservative-free" claim, but eliminates an additive from the list of ingredients, while providing a ham close to the traditional one expected. Preservation, taste and colour are guaranteed. Here, Weishardt can offer a range of brine developed with ingredients allowing a clean labelling.

GELAROME®, a clean label system for cooked meat and delicatessen products

Weishardt's GELAROME® is a range of high quality and ready to use powder mixes with gelatine as a main ingredient. GELAROME® enhances appearance, taste, texture and stability of cooked meat and delicatessen products. All GELAROME® glazes provide a transparent gloss to finished products and a harmonious flavour. They are available in a colourless or goldish version. Textural properties of GELAROME® contribute to its excellent sliceability. GELAROME® helps to reduce moisture loss in order to avoid glaze cracking. Versatility of GELAROME allows development of products ranging from soft to hard gelling abilities. Filling versions can be spread inside hot cooked meat products such as head cheese, pork pies, tongue loafs. GELAROME® clean label range offers technical and sensory solutions. GELAROME® allows food producers to respond to the consumer's labelling requirements. It's a new solution based on a mix of natural ingredients to compensate for the removal of some preservatives (sorbate E202 and acetate E262). Taste enhancement and specific umami flavour generated by glutamate E621 are replaced by a special blend of natural flavours. The use of natural flavours also gives the typical and expected amber tint provided by caramel colorant E150 in traditional/non clean label formulations.

As a conclusion, even if there is no legal definition of "clean label", it is generally accepted as being the removal of chemical-sounding ingredients such as artificial food additives and ingredients with E-numbers or the reduction of salt or fat in order to create a simpler ingredients' list that also includes natural-origin-sounding ingredients or a healthier nutrient profile (Annie-



Laure Robin, Clean label in the EU, FoodCom, Issue 14/November 2010, p. 2).

Weishardt's clean label ingredient systems correspond to what is expected as clean label. Indeed, they provide a good organoleptic profile, preservation, functionality and are free from E/

additives, no GMO. They also provide a healthier nutrient profile and a shorter ingredient list. These positive answers of WEISHARDT's food solutions contribute to make WEISHARDT a winning supplier of clean label ingredient systems for many food applications (cooked ham, sausages, jellies for meat products such as terrines, mousses) including some vegetable applications.

Innovation is the key force of WEISHARDT company that continuously looks for innovative and new food solutions to provide to its customers and consumers..

Vegetable solutions :

Concerned by environment, quality versus quantity and diet diversification, more and more consumers eat less meat and become flexitarians.

WEISHARDT answers to this demand with functional systems adapted to vegetable foods :

- 100% vegetable GELAROME®
 - Clean label premixes for meat free products
- Organoleptic aspect which is the main driver in such product formulations have been questioned and positively resolved.

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