

## Imitation of meat colour from chicken to beef by using colouring apple extract – Herbarom<sup>®</sup>

Consumers are viewing the consumption of meat in a negative light driven by nutritionists and climate experts, which were warning about the consequences of a high consumption of meat. Hence, the demand for meat alternatives is growing in popularity over the last years. Plant-based meat alternatives are mostly made by soy & pea proteins. These products often need further ingredients to bring out the color of meat.

Do you need taste and colour without resorting to isolated colourings in meat alternatives? Herbarom is always the first choice. Our apple extract in combination with natural colouring can imitate the "bloody" red appearance (of haemoglobin) of your products or improve their optics with brown colour shades.

## Advantages

- ✓ Natural brown colouring for plant based products
- ✓ Clean label declaration "apple extract"
- Easily adjust shades from chicken to beef in vegan aplications
- ✓ Various manufacturing options
- ✓ Heat & frying stable
- ✓ Covering grey tone of plant proteins

Excite your

products

PLANT-BASED

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GROUP

Inspired by nature.

- ✔ Gluten-free
- ✓ Suitable for vegans
- ✓ Completing flavour profile

Imitation of raw & bloody meat colour by combining beet root and Herbarom Herbarom<sup>®</sup> applicable for

Using various sources like soy, pea & rice Colouring meat alternatives like minced meat, sausages and patties

## Imitation of plain chicken from mild to dark roasted by Herbarom®

Increased dosage of Herbarom®

Imitation from pork to beef by Herbarom<sup>®</sup> in combination with beet root

Herbarom<sup>®</sup> in combination with beet root

Increased dosage of Herbarom®

We are happy to advise you on individual product solutions! Contact: solutions@herbafood.de

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