

Clean &
Simple

Let's make
food better!



Get rid of sugar and salt without compromising on texture Perfect ketchup with **HerbaceI® AQ® Plus**

Ketchup is one of the most popular savoury sauces and is consumed worldwide but it contains a lot of sugar and salt.

In light of global food trends, producers need to optimise their products' nutritional values, reducing sugar and salt contents. Sugar is an important ingredient – not only does it make the ketchup sweeter but also it creates texture and body to provide a better taste.

Our multifunctional fibres, especially the HerbaceI AQ Plus Apple - A09, are the perfect choice for compensating the loss of sugar in no added sugar ketchups - without compromising on texture. To create your new indulgent recipe, choose from Herbafood's multifunctional fibre range, which delivers the optimal flavour release in your ketchup.

Best choice for ketchup:

HerbaceI® AQ® Plus Apple
HerbaceI® AQ® Plus Citrus



Indulgence without compromise

- ✓ No sugar and salt added
- ✓ Advanced nutrition labelling, e.g. Nutri-Score rating "A"
- ✓ Optimal flavour release

Advantages of apple & citrus fibre from Herbafood in ketchup:

- ✓ Optimal texture
- ✓ Improved syneresis
- ✓ Cold functionality
- ✓ Heat stable
- ✓ Precise adjustment of yield point
- ✓ High fibre content
- ✓ Clean label declaration: "apple fibre" or "citrus fibre"

HerbaceI AQ Plus Apple and Citrus are high functional fibres which are obtained from freshly harvested apples and citrus fruits after juicing and gently drying.

We are glad to advise you on individual product solutions!

Contact: solutions@herbafood.de



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