

Clean & Simple

Let's make food better!

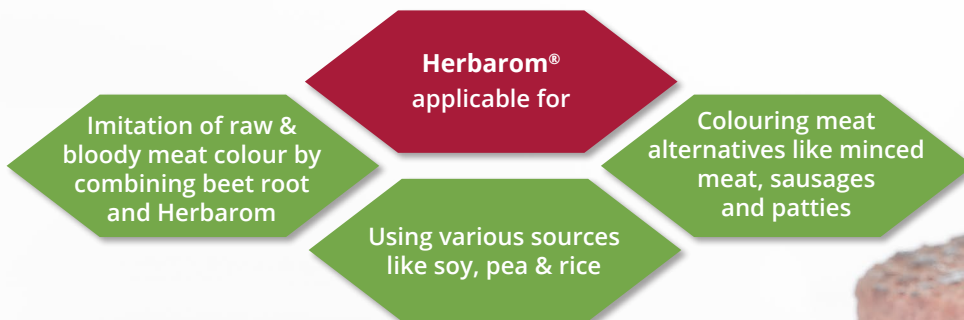


# Imitation of meat colour from chicken to beef by using colouring apple extract – Herbarom®

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 applications
- ✓ Various manufacturing options
- ✓ Heat & frying stable
- ✓ Covering grey tone of plant proteins
- ✓ Gluten-free
- ✓ Suitable for vegans
- ✓ Completing flavour profile



**We are happy to advise you on individual product solutions!**

Contact: [solutions@herbafood.de](mailto:solutions@herbafood.de)



03 / 2021