



Herbarom®

The flavouring and colouring apple extract



Let's make
food better!

*herba*food

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Consumers are increasingly developing a greater awareness of natural food ingredients, rejecting E-numbers and the use of chemical names for food additives. Herbarom is a natural alternative to artificial food colourings that serves additional benefits to your product with high content of high grade substances.

Herbarom is a flavouring, colouring and sweetening apple extract derived from freshly harvested apples which are gently dried after extracting the juice. In addition to fructose, glucose and sorbitol – the natural sugars present in apples – Herbarom also retains flavouring and colouring components. This apple extract has a consistent aroma profile and colour intensity, with a colour spectrum ranging from golden yellow to medium-brown to a deeper brown depending on the type and dose of Herbarom used in the end product. Herbarom is easy to pump, dose and well storable.

The secondary plant substances, or 'polyphenols', present in the apples are what gives Herbarom its deep brown colouring. Polyphenols are antioxidants, and are said to have positive effects on the human body.

With its natural fruit properties, Herbarom is ideal for a diverse range of applications. The flavour and colour obtained from the fruit, combined with the typical acidic composition, complements and completes the flavour profile. The balanced sugar profile helps to regulate moisture in the end product, which keeps it fresher for longer.

Herbarom is also a good stable product, making it an excellent choice for food and drinks with a lower pH value.

Some end products may not require a sweetener – you may wish to just colour and flavour the product instead. For this reason, Herbafood Ingredients also offers a reduced sugar option alongside the three Herbarom variants that contain natural sugars (see graphic).

This reduced sugar product is available in liquid and powder form.

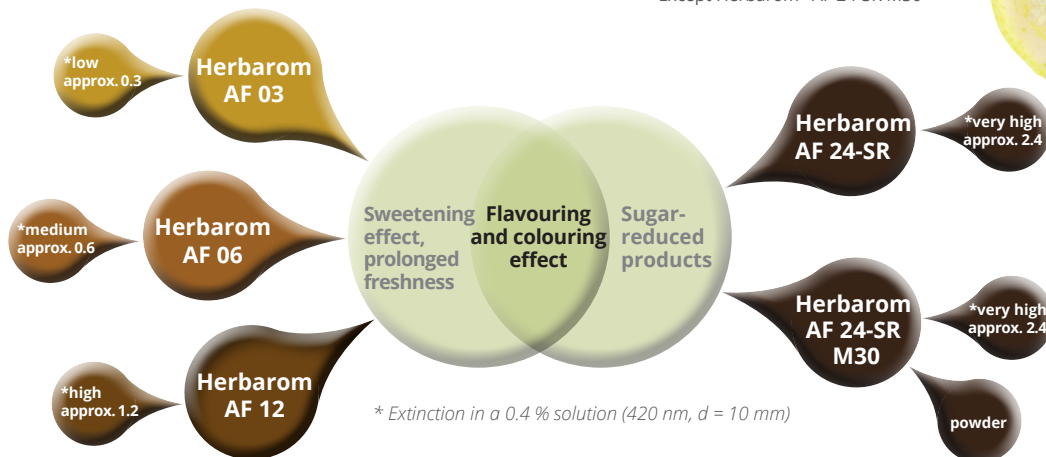
Herbarom® applications:

- beverages and beverage compounds
- gluten-free baked goods
- sauces, gourmet food and vinegar
- meat substitute
- meat and meat products
- marinades and coatings
- cereals and extruded products
- confectionery
- cakes, gingerbread & shortbread
- desserts
- and many more...

Herbarom®:

- clean label declaration: (colouring) apple extract
- free from 2- and 4-Methylimidazole (4-MEI)
- Colour intensity: Extinction to 2.4 available [approx. 18.000 EBC]
- kosher for Passover certified
- halal certified**
- gluten-free
- vegetarian

Herbarom® is offered in the following types:



** Except Herbarom® AF 24-SR M30