

Clean &
Simple



Herbarom[®]
Natural brown appearance
of savoury products

Let's make
food better!



Herbarom® – Natural brown appearance of savoury products

The savoury product market has been growing for years. The main factors are changes in consumers' lifestyles and diet. Health awareness is on the rise and, as a result, there is growing demand for natural foods. There is stronger focus among manufacturers on clean & simple product labelling. Herbarom is a natural alternative to conventional colourings and it gives savoury products brown colour.

- Herbarom is a flavouring, colouring and sweetening apple extract made from juiced and dried apples.
- As well as the sugars from the apple, such as fructose, glucose and sorbitol, Herbarom also has the apple's colouring and flavouring properties.
- The apple extract has a consistent flavour profile and colour intensity.
- Herbarom's colour spectrum ranges from golden-yellow to medium-brown and even dark brown depending on the variety and dose.

Natural alternatives for savoury products

Many savoury products, such as gravies, marinades or barbecue ketchup, are brown in colour or require some finishing touches to improve appearance. These products can be coloured easily using Herbarom. In particular, for salty and sweet recipes, the fruity flavour and colour components, combined with tra-

ditional acidic notes, help provide a finishing touch to the flavour profile. Depending on the variety of Herbarom selected, the taste can be round off. Besides the sugary versions, there is also a sugar-reduced option available.

Its ease of use and high stability make Herbarom suitable for all kinds of savoury products.

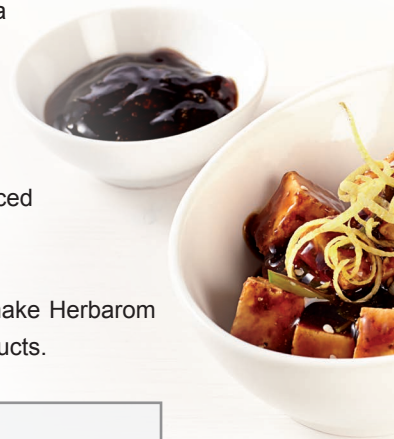
EXAMPLES:

- sauces, e.g. gravy or bolognese
- ketchups
- marinades
- vinegars, pickles
- chutney, relish
- gourmet salads
- spreads

BENEFITS:

- clean label declaration: apple-extract colouring
- free from 2 and 4-methylimidazole (4-MEI)
- colouring strength Absorption of 2.4 possible [equates to approx. 18,000 EBC]
- kosher and halal certified*
- gluten-free, vegetarian
- easy to pump and dose

* except Herbarom® AF 24-SR and Herbarom® AF 24-SR M20



Natural colouring especially for
SAVOURY PRODUCTS

Herbarom® AF 12
high intensity

Herbarom® AF 24-SR
very high intensity
sugar-reduced



Herbarom colour spectrum®
golden-yellow to dark brown

We are happy to advise you on individual products!

Contact: solutions@herbafood.de