

Clean &
Simple



Herbarom[®]
Natural brown colouring
for meat alternative and meat
products

Let's make
food better!



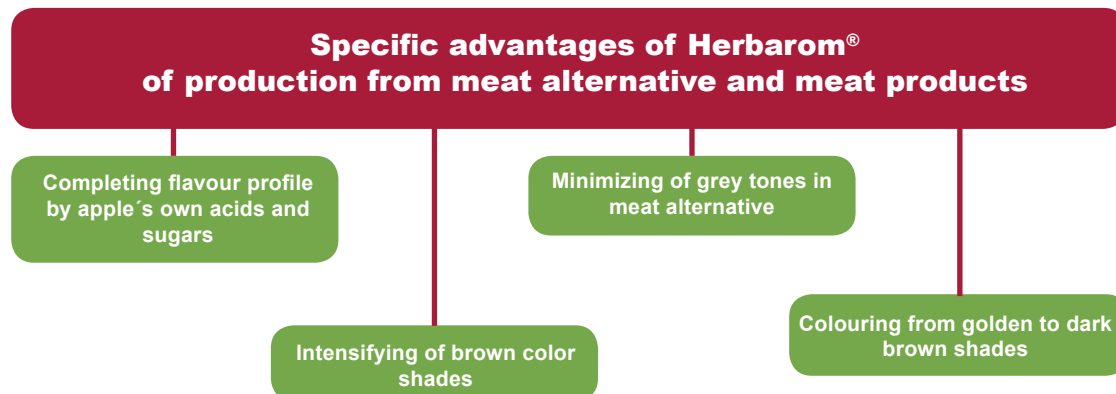
Herbarom® – Natural brown colouring for meat alternative and meat products

When you need to bring out the taste and colour without resorting to isolated colourings – Herbarom is always the first choice. This is also true in case of meat alternative and meat products, such as burgers, steaks, schnitzel, sausages or cold cuts. All the meat-free alternatives are plant-based, most of them made from soya beans, pea protein or egg white and they need further ingredients to bring out the color of meat. Herbarom helps you with natural coloring – for example, with our apple extract you can intensify the “bloody” red appearance of your products or improve their optics with brown colouring.

Herbarom is an ideal solution to colour convenience meat products, for instance, giving sausage

patés or salamis natural colours from golden yellow to dark brown. It's perfect for natural, artificial and edible sausage casings. The use of the apple extract also contributes to the rounding of the flavour profile. The strength of the taste varies depending on the Herbarom product used. A reduced-sugar version of Herbarom is also available alongside our sweetened products.

Since Herbarom is made from an apple extract, it has a consumer-friendly image that can be used to meat and sausages as well as meat-replacement products for clean labelling.



Herbarom® colour spectrum golden-yellow to dark brown

HERBAROM – perfect for:



Characteristics of Herbarom:

- ✓ clean label declaration: apple-extract colouring
- ✓ free from 2 and 4-methylimidazole (4-MEI)
- ✓ colour strength: Absorption of 2.4 possible [equates to approx. 18.000 EBC]
- ✓ kosher and halal certified*
- ✓ gluten-free, suitable for vegetarians
- ✓ easy to pump and dose

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

Customer-focused applications

The Herbafood team offers an outstanding application service to meet the food industry's specific requirements, helping producers to develop contemporary product concepts and efficient manufacturing processes alongside their customers. Herbafood's experts can draw on many years of experience and a high level of product expertise, providing a solid basis for constructive, reliable partnerships with customers in the food processing industry.

We are happy to advise you on individual products!

Contact: solutions@herbafood.de

