



Herbarom[®]

The natural brown-colouring apple extract
for gluten-free products

Let's make
food better!



Herbarom[®] – the natural brown-colouring apple extract for gluten-free products

The gluten-free market – which includes products such as gluten-free bread, bread rolls and cake, as well as pizza, pasta, cereals, muesli and snacks – is growing by around 10% each year, and is expected to reach a total global value of 8 billion USD by 2020¹. To share in this growth and be successful in the market, the companies manufacturing these products must offer solutions and concepts that meet the needs of today's nutrition-conscious consumers. To position a product successfully in this market, it is crucial that the product appeals to customers visually, that it delivers a good, well-balanced flavour experience, and that its shelf life is as long as possible. Herbafood offers the perfect solution to enable you to meet these needs: the flavouring and colouring apple extract Herbarom! Due to their rice and corn-based ingredients, gluten-free baked goods are often very light and pale in appearance.

BENEFITS OF HERBAROM[®]

- Gluten-free
- Golden yellow to dark brown in colour
- Complements and completes the flavour profile
- Available in powder or liquid form
- Reduced-sugar variant also available

PROPERTIES OF HERBAROM[®]

- Free from E-numbers declaration: (colouring) apple extract
- Gluten-free
- Contains natural sorbitol
- Free from 2- and 4-Methylimidazole (4-MEI)
- Extinction up to approx. 2.4 available³ [approx. 18000 EBC]
- Easy to dose
- Vegan
- Kosher for Passover certified
- Halal²



1 | <http://www.marketsandmarkets.com/Market-Reports/gluten-free-products-market-738.html> [as at: 16.02.2017]

2 | Except Herbarom[®] AF 24-SR M30

3 | Extinction in a 0.4% solution (420 nm, d = 10 nm)

If manufacturers want these products to look like their conventional wholegrain counterparts, their options are limited. Regulation (EC) no. 1333/2008 of the European Parliament and Council on Food Additives prohibits manufacturers from colouring baked goods using products such as caramels (E150)⁴. It is also unclear how gluten removed malt extracts affect tolerance in humans.⁵

With Herbarom naturally gluten-free apple extract, manufacturers can produce high-quality gluten-free products that are almost identical to the traditional wheat-based originals.

Herbarom is a gluten-free apple extract derived from apples that are gently dried after juice extraction. The colour spectrum of the liquid apple extract ranges from golden yellow to medium-brown to a deeper brown, depending on the type and dose. The apple polyphenols present in Herbarom can be used to colour the crust and crumb of gluten-free bread, for example, so that it looks just like its conventional wholemeal counterpart.

Thanks to its natural, fruit-derived properties, Herbarom not only helps to colour a product, but also helps to optimise aroma. The sugars fructose, glucose and sorbitol – all naturally present in apples – subtly sweeten the product and naturally complement and complete the flavour.

Herbarom AF03 and Herbarom AF06 in particular are ideal for optimising taste and aroma without affecting the colour, so much while Herbarom AF12, for example, has a stronger colouring effect. In the gluten-free baked goods market, this difference can be the crucial factor influencing the consumer's purchasing decision.

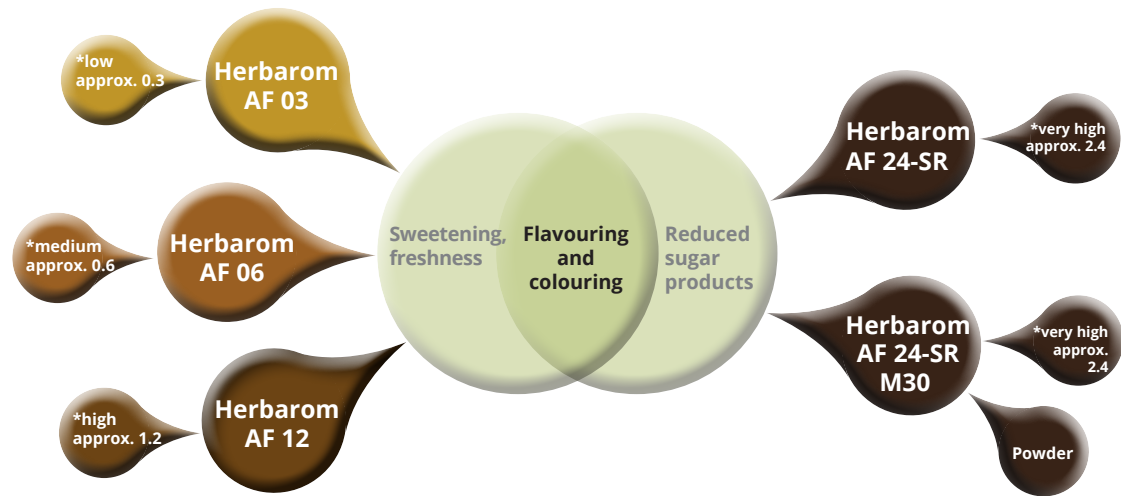
Alongside the standard full-sugar versions, a very deep-coloured, reduced-sugar variant of Herbarom is also available. This product – Herbarom AF 24-SR – is available in both liquid and powder form. Refrigeration is not required. Our team of experienced application technicians will be happy to advise you.



4 | With the exception of malt loaf

5 | Allred, Laura K.: "The Celiac Patient Antibody Response to Conventional and Gluten-Removed Beer." in: Journal of AOAC International, Volume 100, Number 2, March-April 2017, pp. 485-491(7)

Herbarom® is offered in the following types:



* Extinction in a 0.4 % solution (420 nm, d = 10 mm)

	Light brown	Medium brown	Dark brown
Ingredients	g	g	g
Herbagel BW 790 **	25	25	25
Herbarom AF 24-SR	4	12	20
HP MC	3	3	3
Water	526	518	510
Rice flour	200	200	200
Corn flour	125	125	125
Cornstarch	80	80	80
Fresh yeast	20	20	20
Salt	10	10	10
Oil	5	5	5

** Herbagel BW 790 is made from citrus fibre, apple fibre and pectin.
For further information on Herbagel BW 790, please consult our technical publication entitled "Gluten-free baked goods with Herbagel® BW 790 / 791 / 792".



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