

Verdad® Avanta™ Y100

Create a clean and natural path to success



- ▶ Cook yield enhancement: 3-9% depending on application
- ▶ All natural labeling
- ▶ *Listeria* control
- ▶ Texture improvement

Your partner for natural and clean label solutions

Corbion has been partnering with customers for years to develop formulas free of unwanted ingredients. Our technical team can work with you to develop meat products with natural or clean label formulas.

Appeal to consumer demands

With the current natural and clean label trend, consumers are more aware of ingredients, especially when buying meat and poultry. That means consumers are checking food product labels and ingredient lists carefully before they buy. Verdad® Avanta™ Y100 can meet consumer demands for a cleaner ingredient statement and put more money in your pocket.

Natural ingredients with added benefit

Verdad Avanta Y100 expands beyond the natural label offering for *Listeria* control and shelf life to provide the additional benefit of increased water binding. It improves sliceability and firms the texture of natural meat products. Verdad Avanta Y100 is made using a proprietary process to provide yield and texture benefits and can be labeled as vinegar and citrus flour (dried orange pulp). This powder blend is optimized for ease of formulation and is ideal for ready-to-eat meat.

Natural, and often clean label, meat products do not contain phosphate. The lack of phosphate can adversely affect the quality of processed meats. Some meat processors turn to carrageenan or natural starch solutions to increase cook yield and provide texture. But, carrageenan has labeling issues and starches result in soft texture. Verdad Avanta Y100 provides consumer friendly labeling, improves cook yield, reduces purge and firms product texture.

63%

of meat consumers state that type of ingredient has an impact on their purchase decision*

56%

of meat consumers read ingredient lists*

40%

of consumers regularly purchase foods labeled as Natural**

*Corbion proprietary research 2014

**International Food Information Food Council Foundation, 2015



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Proven formulations

Antimicrobials are not allowed in natural meat products. Vinegar is a rich source of acetic acid that is very effective against *Listeria* and is commonly used in natural and clean label processed meats. However vinegar can affect the pH of the meat product. Verdad Avanta Y100 is a unique patent pending product that optimizes meat pH, improves cook yield, reduces purge and firms product texture.

Figure 1 shows the expected yield increase of natural turkey breast (cook-in-bag) when using Verdad Avanta Y100 compared to Vinegar alone. Verdad Avanta Y100 increased cook yield 4.4% while inhibiting the growth of *Listeria*. Verdad Avanta Y100 was also tested in injected natural ham with fibrous casing. Figure 2 shows an increase of almost 10% using 1.2% of Verdad Avanta Y100.

Target Use

Verdad Avanta Y100 can be used in cured and uncured ready-to-eat meat products. Depending on the application and safety targets, an addition level of 0.9-1.5% is recommended.

At Corbion we believe customer partnerships and great products are the key to success. Corbion's formulation expertise and broad portfolio of proven ingredients can help inspire innovation and optimize your business. Discover how Verdad® Avanta™ can help your products achieve more.

Product	Labeling	Solution
Verdad® Avanta™ Y100	Vinegar, Citrus Flour	Cook yield, shelf life, <i>Listeria</i> control

Figure 1

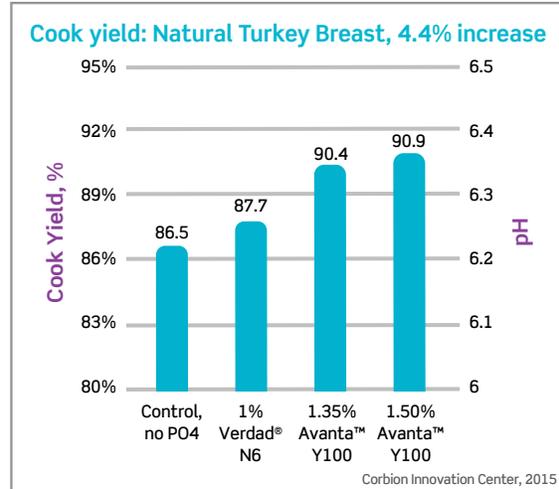
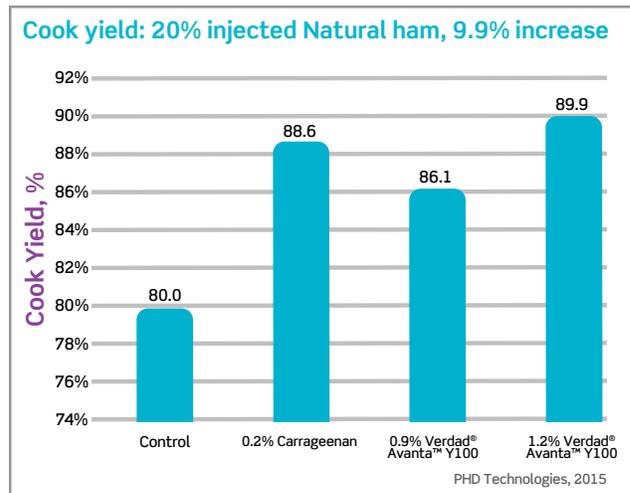


Figure 2



Request a Sample

Samples and detailed usage instructions, delivered right to your doorstep.
corbion.com/samples



Listeria Control Model 2012

This online predictive growth modeling tool is adjustable for eight food characteristics and allows you to predict the effect of Corbion Purac solutions on your products
corbion.com/LCM

Interested in natural solutions that do more? Go to corbion.com/verdadavanta

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