

Our latest innovation: Natural Taste Solutions **Flavouring solutions for today's food products**

The preference for natural foods in order to prevent health problems is more than just a passing fad. The reasons are clear to see, as diet-related diseases – e.g. obesity, diabetes, heart disease, migraines and allergies – have increased dramatically in industrialised countries. As a result, today's consumers are more demanding than ever: they want to know exactly what's in the food they buy. Yet, at the same time, they are not prepared to compromise on taste.

Heroka has tackled this issue with creativity – and the result is our new Natural Taste Solutions range: natural food additives and flavour enhancers that are entirely plant-based. They can actively contribute to the prevention of diseases that are caused by excessive consumption of salt, sugar, fat or glutamate. Heroka Natural Taste Solutions create positive taste experiences, such as sweet, salty, rich/savoury and “umami”, but without the negative side effects of conventional flavour enhancers.

Saltex Super = natural salt substitute

For food manufacturers who want to reduce the sodium content in their products and for products aimed at health-conscious consumers. Reduces the risk of high blood pressure and heart disease.

Umami-TS = natural glutamate substitute

An increasing number of people experience adverse reactions to monosodium glutamate in food, ranging from headaches, dry mouth, flushed skin, sweating, weakness, cramps, nausea and diarrhoea to depression or hyperactivity. Our natural glutamate substitute Umami-TS offers a safe and healthy alternative.

Surex = natural sweetener/acid blocker

Sugar is often used to mask or reduce the acidic taste of certain foods, such as ketchup (acidity helps prevent bacteria growth). Surex offers the same benefits while helping to reduce the sugar content of food products.

VFR Super = natural fat substitute, natural flavour enhancer for meat products

Low-fat foods often feel less satisfying because they lack the appealing taste of fat. VFR Super provides the desired richness and “umami” of fat, but without the extra calories.

Soral = natural taste masking agent for soy products

Soy is an important source of protein and is thought to assist in the prevention of heart disease. However, many consumers in the West are not keen on the characteristic soy taste. Soral serves to mask this subtle “off flavour” while relying entirely on natural, plant-based ingredients.

Bitrex Super = bitter masker

Reduces unpleasant bitterness in foods.

