

Verdad® Avanta™

Natural, multifunctional solutions
for meat and poultry



- ▶ Verdad Avanta Y100
(Vinegar and citrus flour)
- ▶ Verdad Avanta F100
(Vinegar and Jasmine Tea Extract or natural flavor)
- ▶ Verdad Avanta C100
(Vinegar and celery powder)

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™ can meet consumer demands for cleaner ingredient statement while improving multiple product attributes and improve your profitability.

Natural ingredients with added benefits

Verdad Avanta was developed to deliver beyond keeping meat and poultry products safe and extending product shelf life but also provide additional benefits of maintaining raw meat color and fresh flavor with Verdad Avanta F100, improving yield and texture with Verdad Avanta Y100 or enhancing the natural meat curing process with Verdad Avanta C100.

These powder blend products are optimized for ease of formulation and maximum efficacy.

63%

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

83%

of consumers indicate that taste has the targets impact on food selection**

40%

of consumers regularly purchase foods labeled as natural*

*Corbion proprietary research 2014

**International Food Information Food Council Foundation, 2015



Proven formulations

Verdad® Avanta™ F100 is a unique blend of vinegar and natural flavor that optimizes meat pH, color extension and oxidation.

Figure 1 demonstrates Verdad® Avanta™ F100 having a strong inhibitory effect against *Salmonella* spp. in fresh chicken sausage.

Verdad® Avanta™ Y100 is a unique patent pending product that optimizes meat pH, improves cook yield, reduces purge and firms product texture. Verdad® Avanta™ Y100 was tested in injected natural ham with fibrous casing. Figure 2 shows an increase of almost 10% using 1.2% of Verdad® Avanta™ Y100.

The control of *Listeria* is very difficult on sliced cooked turkey deli meat. The results in Figure 3 show that 1.13% Verdad® Avanta™ C100 (74 ppm NaNO₂) inhibited the growth of *Listeria* for 80 days. Celery powder alone at 74 ppm NaNO₂ inhibited *Listeria* growth for only 20 days.

At Corbion we believe customer partnerships and great products are the key to success. Corbion's tools, 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.

Figure 1

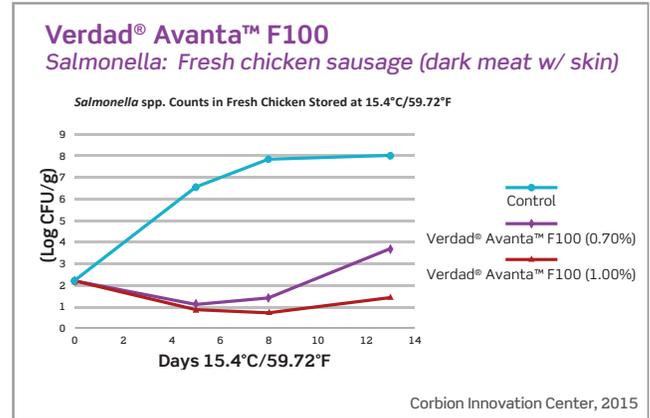


Figure 2

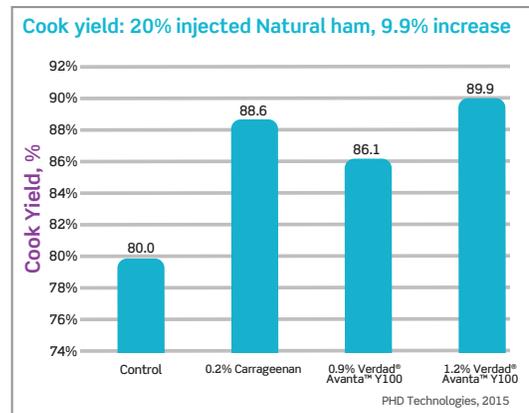
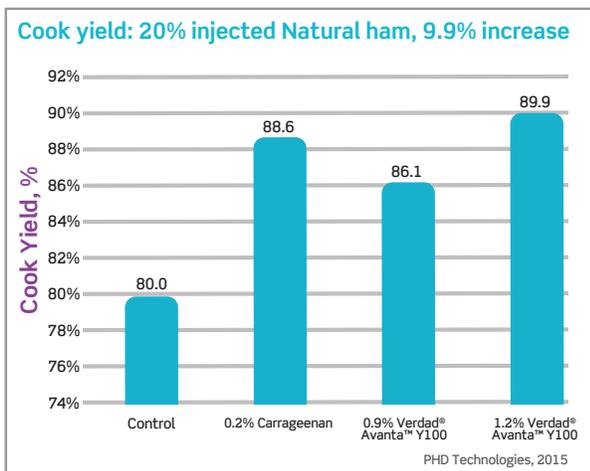


Figure 3



Request a Sample

Samples and detailed usage instructions, delivered right to your doorstep.

corbion.com/Verdadavanta

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+1 800 669 4092

Corbion is the global market leader in lactic acid, lactic acid derivatives and lactides, and a leading company in functional blends containing enzymes, emulsifiers, minerals and vitamins. The company delivers high performance biobased products made from renewable resources and applied in global markets such as bakery, meat, pharmaceuticals and medical devices, home and personal care, packaging, automotive, coatings and adhesives. Its products have a differentiating functionality in all kinds of consumer products worldwide. In 2014, Corbion generated annual sales of € 770.1 million and had a workforce of 1,893 employees. Corbion is listed on NYSE Euronext Amsterdam. For more information: www.corbion.com

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