

Naturex All Natural Teriyaki Beef Jerky – with a unique flavor twist

South Hackensack, July 16, 2013 - Naturex will present a naturally preserved meat snack concept with a unique flavor twist at IFT 2013 (Booth 2338).

Showcasing Naturex's natural solutions for the meat and poultry sector, the All Natural Teriyaki Beef Jerky is flavoured with a teriyaki seasoning that has been given a special 'kick' by the addition of Naturex's EZ Caps™ powdered Cayenne pepper and ginger spice extracts. These are combined with premium pineapple juice and tangy apple cider vinegar powders from Naturex's NAT F&V™ range to create a delicious and perfectly balanced eating experience.

Naturex has developed the All Natural Teriyaki Beef Jerky concept to show manufacturers how they can tap into the growing popularity of meat snacks in the US with a convenient snack product. According to figures from Mintel's Global New Products Database, there were 98 new meat snack launches in North America in 2012, up from 89 in 2011 and 66 in 2010. Already so far this year, there have been 66 such launches, the Mintel GNPD figures show, indicating that the sector is set for another 12 months of bumper growth in 2013.

The innovative snack concept from Naturex is preserved with a celery-based curing system enhanced by Naturex's NAT stabil® acerola cherry powder – a clean label alternative to sodium erythorbate that improves curing efficiency. In addition, Naturex's rosemary extract StabilEnhance® OSR keeps the beef jerky fresh throughout its shelf-life by inhibiting oxidation and preventing the development of off-flavors.

Baptiste Demur, Business Manager at Naturex, said: "American consumers love meat snacks, particularly beef jerky and they are increasingly on the look-out for foods that are naturally preserved. Our new All Natural Teriyaki Beef Jerky ticks all these boxes, creating a fantastic snack concept that will help meat and poultry manufacturers create delicious products with a difference that appeal to a wide range of consumers."

The IFT Food Expo runs from 13-16 July 2013 at McCormick Place South in Chicago, Illinois. Naturex will exhibit at Booth 2338.

About Naturex:

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Naturex manufactures natural specialty ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1,400 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. The group also has several sales offices worldwide.

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