

Apple Sweetener –
the Natural
Alternative

HERBASWEET
HERBAROM

Herbasweet and Herbarom – Sweetness from the Apple



Natural sweeteners from apples ideally suits the rigorous requirements of consumers.

The characteristic sugar spectrum of fructose, glucose and sorbitol emphasises perfectly the flavour and quality-enhancing properties of food.



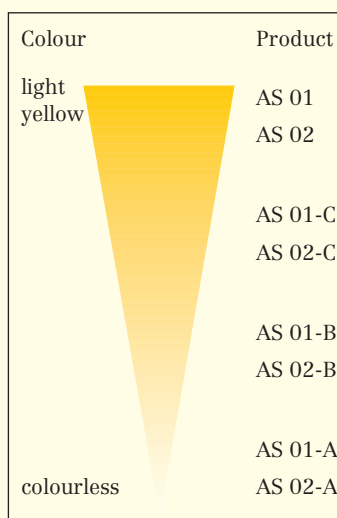
Herbasweet

PRODUCT PROPERTIES

HERBASWEET – The labelling “apple sweetener” already creates a consumer-friendly image. A neutral odour and taste as well as a low acid content make the product extremely versatile. A balanced sugar spectrum regulates the water activity to improve freshness and shelf life. Herbasweet does

not contain sucrose, it has a very high content of fructose and therefore has a valuable nutritional profile. Herbasweet exists as AS 01 and AS 02, which differ in their degree of extract concentration. Both varieties of this liquid apple sweetener are pumpable and thus easy to process.

	Herbasweet AS 01	Herbasweet AS 02
Extract	70° Bx	78° Bx
Fructose Glucose Sorbitol	approx. 44 % approx. 39 % approx. 4 %	
pH-value	approx. 4	





THE APPLICATION OF HERBASWEET

FRUIT JUICE BEVERAGES AND MIXED MILK DRINKS

Declaration as apple sweetener, lower crystallisation compared to an equally concentrated sucrose solution, comparable low viscosity, easy handling, 95% of the sweetening power of a sucrose solution of equal concentration, enhancement of the fruity character.

ICE-CREAM AND SORBET

More creamy texture by formation of smaller crystals, sorbet of 100% fruit components possible.

HOUSEHOLD SWEETENERS

Apple sweetener instead of sucrose.

FRUIT AND MUESLI BARS

Declaration as apple sweetener, reduced crystallisation.

CRÈMES AND DELICATESSEN

Declaration as apple sweetener, flavour rounding.

SWEETS

Declaration as apple sweetener, improved freshness, reduced crystallisation.

BAKERY PRODUCTS

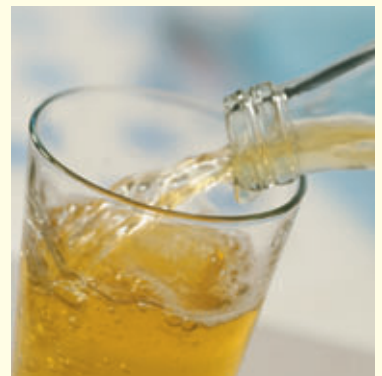
Improved fresh keeping, flavour rounding.

FRUIT PREPARATIONS AND SPREADS

Declaration "All Fruit", 95% sweetening power of a sucrose solution with the same concentration.

COATING OF BREAKFAST CEREALS

Declaration as apple sweetener, easy to process at room temperature.



Herbarom

PRODUCT PROPERTIES

HERBAROM is a flavouring, colouring and sweetening fruit extract which is extracted from dried and dejuiced apples.

Besides the sugars of the apple like fructose, glucose and sorbitol, Herbarom also contains the colouring and flavouring components of apples.

Our apple extract has a consistent aroma profile and is standardized to a constant colour intensity. The dark brown colour of Herbarom comes mainly from the secondary plant ingredients, such as polyphenols. These are attributed with antioxidant effects that are physiologically beneficial in the diet. Furthermore Herbarom is easily pumpable, storable and does not crystallize.



Product Benefits of Herbarom

PROPERTIES AND THEIR VALUE

HERBAROM – a balanced sweetening agent with natural fruit specific properties which offers a wide variety of application advantage and opportunities.

Fruit specific flavour and colour components and the typical acidic taste contribute to the rounding of the flavour profile and in addition supports the colour of the final product.

The labelling as a flavouring and colouring apple extract furthermore creates a positive “natural image” with the consumer.

The balanced sugar profile has an effect on the humidity regulating and increases the fresh keeping and shelf life of food stuffs.

Herbarom is suitable in a range of recipes providing a physiologically valuable nutrition profile.





APPLICATION:

- long life bakery products
- gingerbread
- bread
- beverages
- vegetarian spreads
- delicatessen sauces

Besides its flavouring and colouring properties Herbarom with its plant components also offers a valuable physiological profile to products.



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