

herbafood



Experience



*Nature supplies
the raw materials
for our products*

Quite often, the most simple ideas are the best. This also applies to the concept of promoting health by enriching food with dietary fibres. *herbafood Ingredients GmbH* is the pioneer in this field in Europe.

As early as in 1980, we developed the first dietary fibres on fruit basis for our product family **HERBACEL**. Nowadays, it is hard to imagine any high-quality recipe for products in the food industry without dietary fibres.

Today, *herbafood* provides the world's most comprehensive range of dietary fibres. Made from fruit, vegetable and cereal components, our products fulfil all the needs of both marketing experts and nutritionists in the food industry.

We are challenged by the requirements that innovative products and health products, in particular, have to meet. And we share our experience with our customers.

You should profit from our know-how.

The apple is one of our favoured raw materials and we obtain not only dietary fibres but also apple sweeteners from it. For more than 20 years, our products **HERBASWEET** and **HERBAROM** have been used in all fields related to sophisticated foods and beverages where the merits of apple sweeteners are manifest.

Dietary fibres and apple sweeteners – the two pillars of natural and health-conscious nutrition. Products which are in line with *herbafood's* philosophy: delivering high quality, using good honest raw materials and adding market value for our customers.

Take advantage of our experience and our know-how...

Let's make food better!



More than sweeteners and fibre

YOU ARE WHAT YOU EAT!

Our food is an expression of our culture and our individuality. Markets and consumers determine the demands made on the food industry.

What was known as “roughage“ in the past has today become the focus of the trend for wellness and indulgence and the expression of a changed food awareness:

healthy dietary fibres and natural apple sweeteners.



herbafood has taken up the challenge of this continuous need to adapt to new demands and offers you a special set of skills: dynamism, innovative spirit and competence in working with customers from the food processing industry to shape the future.

We see ourselves as the initiators of product ideas that inspire the food sector. Together, you and we develop products ready for the market.

If you plan to use high-quality dietary fibres and alternative sweeteners, team up with *herbafood*.

Natural sweeteners for the demanding taste

APPLE SWEETENERS – HERBASWEET AND HERBAROM

Natural sweeteners made from apples are in line with the increasingly discriminating buying patterns of the consumer. Apple sweeteners are the right solution for encouraging this awareness of healthy nutrition: Herbasweet, the colour-neutral sweetness "straight from the apple" with its balanced sugar spectrum and Herbarom the apple extract with natural colouring and real fruit flavour.

Simply natural:
HERBASWEET and **HERBAROM!**

HERBAROM is ideal when you want to set an accent in taste and colour without falling back on isolated flavourings or colourings. Since Herbarom is a pure apple extract, you can use its all-out consumer-friendly image in your marketing materials and campaigns.

Benefit from Herbarom's secondary plant substances with their health-promoting effects. Enhance the positive, natural image of your products by using apple derived sugars. We would also be happy to advise you about functional aspects in foods.

The nutritional and processing-friendly properties of Herbarom are the basis for a wide variety of possible applications.

Natural colourings, real fruit flavour – the ideal starting point for modern products.



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A close-up photograph of a glass filled with orange juice. The glass is garnished with several slices of red apple and a fresh green mint leaf. The background is softly blurred, showing more of the same drink. The lighting is warm and natural, highlighting the vibrant colors of the fruit and the liquid.

HERBASWEET wins you over with its neutral aroma and flavour and its low acid content. In addition to the wide variety of possible applications of Herbasweet – it can be used, for example, in milkshakes, ice cream, confectionery and many other foods – its processing properties also speak for this way of sweetening.

Herbasweet regulates moisture and helps to keep cakes, pastries and their fillings fresh. Apple sweeteners are also easy to process, due to their relatively low viscosity.

Using a special refinement technique starch, minerals and acids are removed. This guarantees the constant high quality standard of Herbasweet, which makes this versatility possible. To be able to say you are using “apple sweetener” instead of sucrose provides an important sales argument for your products.

*Talk to us – shared
ideas are always
the best.*

Dietary fibres: functional ingredients with potential

The significance of dietary fibres as an essential component of a balanced diet is nowadays undisputed. The consumer is becoming more and more interested in healthy, nutritious food, especially in view of preventing so-called diseases of modern civilisation. Food that is rich in dietary fibres is seen as an effective means to fight obesity, high blood pressure and constipation. This has been proved both by epidemiological research and countless studies on humans.

The term dietary fibre is used to denote organic materials of plant origin which cannot be broken down by the body's own enzymes in the stomach and small intestine. For this reason, they do not serve as a direct source of energy. This can be valued as an extremely positive phenomenon in times such as these when our energy supply is often more than adequate. In addition, dietary fibres play an essential role in maintaining a healthy intestinal flora and an intact digestive system. Although this was not recognized as a significant factor in the feeling of well-being until just recently, it has already become important when marketing with concepts such as wellness, activity or fitness.

HEALTHY, TASTY, CONVENIENT

Functional food will only be successful in the long run if it tastes good, is simple to prepare and healthy. This applies particularly to food that is rich in dietary fibres.

herbafood offers a wide range of dietary fibres with greatly varying nutritional and technological properties. Our years of experience can help you find the optimum dietary fibres or fibre combinations for your needs. We support you from formula development right up until defining the product benefits for your marketing purposes.



We would be glad to advise you on the various characteristics of our dietary fibres and their applications.

A summary of our products

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| DIETARY FIBRES | Herbacel Classic | |
| | Apple fibre Citrus fibre Blackcurrant fibre Orange fibre Mandarine fibre | Products made from dejuiced and carefully dried fruit with characteristic fruit qualities and a fibre content of approx. 60%, available in different particle sizes. |
| | Herbacel Classic Plus | |
| | Oat fibre Pea fibre | Fine powders made from cereal or vegetable components with a fibre content of approx. 80%. |
| | Herbacel AQ Plus | |
| | Citrus fibre Apple fibre | A neutral light-coloured powder made from fruit components rich in dietary fibre (fibre content approx. 90%). |
| | Herbapekt LV | |
| Apple pectin Citrus pectin | Apple and citrus pectins with reduced viscosity. The light-beige powders have a high fibre content of approx. 90%; also available in agglomerated form. | |
| Herbapekt APE | | |
| Liquid pectin, dried | Dried apple pectin extract with a pectin content of approx. 25%. The product contains apple derived sugars, typical fruit flavours and colourings and natural antioxidant secondary plant substances. | |
| APPLE SWEETENERS | Herbasweet | |
| | | A natural sweetener made from apples. Minerals, fruit acids and natural colourings are extracted. |
| | Herbarom | |
| | | Sweetening apple extract with natural colouring and real fruit flavour. |

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