

## PRESS RELEASE

### Food Ingredients Europe 2017 Hydrosol inspires with trend-oriented concepts

**Hamburg, October 2017** – Hydrosol, a leading international supplier of customer-specific stabilising and texturing systems, will for the first time present solutions for its new Beverages product category at this year's Food Ingredients Europe (Stand 08.0C61). The company will also present exciting new developments for poultry, vegan meat substitute, and dairy and whey products. With these functional systems food manufacturers can easily make products that address current international consumer trends.

#### **New all-in compounds for beverages**

In the growing worldwide market for soft drinks, fruit juices and fruit drinks are performing especially well. Hydrosol's new Stabifruit line lets beverage manufacturers as well as dairies benefit from this growing demand. These all-in compounds contain all the important components for making fruit juice drinks, and offer many advantages over concentrates. They are easy to use and store, contain no preservatives, and require only low dosages. The fruit content can be varied depending on the customer's wishes. Individual enrichment with vitamins and minerals is also possible. A portfolio of fruit flavours is available including orange, raspberry, banana and currant, so that the new Stabifruit line of all-in compounds provides the basis for a wide range of fruit drinks whose mouth feel, colour, taste and viscosity leave nothing to be desired.

#### **Poultry products and vegan nuggets**

In the meat category, Hydrosol is presenting concepts for making high-quality, economically attractive poultry products as well as a new concept for vegan products with meat-like texture. Poultry products make up the world's fastest-growing meat category, and Hydrosol has developed a wide range of solutions for them. These include injection brines for fresh chicken meat that give increased moistness and tenderness, with outstanding brine retention and individually adjustable yield. Hydrosol also offers special functional systems for chicken nuggets, ground meat products, and schnitzel. These provide excellent binding and a juicy bite, and allow the use of vegetable ingredients in addition to meat, opening up many possibilities for innovative product ideas. The portfolio also includes functional systems for the economic production and long shelf life of poultry sausages. For poultry cold cuts from all-muscle tissue, Hydrosol offers tailored ingredient combinations for high-end premium products as well as cost-optimized recipes.

Hydrosol GmbH & Co. KG

Kurt-Fischer-Straße 55  
22926 Ahrensburg / Germany  
Telefon: + 49 (0) 41 02 / 202-003  
Fax: + 49 (0) 41 02 / 202-030  
info@hydrosol.de  
www.hydrosol.de

Geschäftssitz Ahrensburg  
USt-IdNr.: DE180888726  
Amtsgericht Lübeck HRA 2953 AH  
Komplementärin:  
HYDROSOL Verwaltungsgesellschaft mbH  
Amtsgericht Lübeck HRB 3679 AH  
Geschäftsführer: Dr. Matthias Moser /  
Torsten Wywiol / Volkmar Wywiol

HSH Nordbank AG, Hamburg  
BLZ 210 500 00  
Konto 737 742 000  
BIC: HSHNDE33  
IBAN: DE21 2105 0000 0737 7420 00

In the growing meat alternatives category, Hydrosol is presenting new stabilising and texturing systems for the manufacture of products like vegan nuggets, burgers, meatballs or “filet strips.” The end products deliver the accustomed bite and a similar texture to meat, and can be pan or deep-fat fried without problems. They can also be used as ingredients for trend-forward convenience solutions. Another plus point is that they contain no flavour enhancers or phosphates.

### **Sustainable solutions for meat and dairy products**

Sustainability is an important issue for consumers. In the meat category, Hydrosol helps address it with meat extension stabilising systems that allow products to be made with substantially less meat. For example, these might be hybrid products with meat or fish and vegetables. This makes it possible to conserve the valuable resource of meat. Hydrosol also offers special concepts for the dairy industry. One example is the sustainable marketing of excess whey from cheese and quark production. With the company’s new functional systems, cheese and quark makers can efficiently use their large amounts of leftover rennet and acid whey to bring very different new products to market. Rennet whey can be used to make products like pudding desserts, beverages, cultured desserts and sour cream. Acid whey can serve as a base for yogurt alternatives. A great advantage in marketing these products is the good image of whey, specifically whey protein, which is recognised as having excellent nutritional properties. In fact, whey protein is nutritionally superior to protein from whole milk or soy.

### **Profitable ideas for high-protein products**

Proteins are more and more important in new product development, and have a wide range of possible uses. According to market studies, dairy products are by far the leading category in high-protein product launches. There is strong demand for yogurt and drinking yogurt in particular. Hydrosol has developed special functional systems that let manufacturers make a variety of high protein products. For Greek-style yogurt, which is growing faster than other categories on the German market, the company offers a texturing system using casein that is declaration-friendly and so meets the demand for clean label products. The fat content is variable from zero to ten percent, and the recipe and texture can be individually adjusted to the customer’s preference. Hydrosol has also developed a stabilising system for making gelatine-free yogurt and drinking yogurt with high protein content. It contains milk proteins, hydrocolloids and vegetable fibres, and allows the individual adjustment of texture and a pleasant mouth feel.

#### About Hydrosol:

*Hydrosol GmbH & Co. KG headquartered in Ahrensburg near Hamburg, Germany, is a fast-growing international supplier of food stabilisers, with subsidiaries around the world. Its specialists develop and produce tailor-made stabiliser systems for dairy products, ice cream*

Hydrosol GmbH & Co. KG

Kurt-Fischer-Straße 55  
22926 Ahrensburg / Germany  
Telefon: + 49 (0) 41 02 / 202-003  
Fax: + 49 (0) 41 02 / 202-030  
info@hydrosol.de  
www.hydrosol.de

*and desserts, delicatessen and ready meals, as well as meat, sausage and fish products. With its international network of 15 subsidiaries and numerous qualified foreign representatives, the company is represented in the world's key markets. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of eleven sister companies, Hydrosol can make use of many synergies. The company has access to the knowledge of some 80 R&D specialists and to the extensive applications technology of the Group's large Technology Centre in Ahrensburg, Germany. It also benefits from shared production facilities and the Group's own logistics resources, so it can offer customers a high degree of flexibility and innovation capabilities. The Stern-Wywiol Gruppe is one of the world's most successful international suppliers of food & feed ingredients.*

**For more information:**

Anne Bunting  
Marketing Hydrosol  
Tel.: +49 (0)40 / 284 039-190  
E-Mail: [abuenting@hydrosol.de](mailto:abuenting@hydrosol.de)

**Press contacts:**

teamhansen / Manfred Hansen  
Mecklenburger Landstr. 28 / D-23570 Lübeck  
Tel.: +49 (0)4502 / 78 88 5-21  
E-Mail: [manfred.hansen@teamhansen.de](mailto:manfred.hansen@teamhansen.de)

**We request courtesy copies of published articles. You can also e-mail us a PDF of the article or send us a link to the publication.**