SALTYAROMA / PRODUCT INTRODUCTION

SaltyAroma™ *Umami+*

CULTURED BEET JUICE / SAVOURY FLAVOUR SYSTEM

Fuller savoury depth. Less added salt.

A cultured beet juice ingredient developed for reduced-sodium meat and poultry formulations.



2026 AWARD WINNER

Gulfood Manufacturing Industry Excellence Awards

Multisensory Experience Innovation

AN INTEGRATED VALUE PROPOSITION

01 — REDUCED SODIUM
Enables lower added-NaCl recipe design with complete sodium accounting.

02 — UMAMI & SAVOURY
A fermented savoury profile to support sensory balance.

03 — TPC CONTROL
Microbial-stability development, assessed by comparative TPC testing.

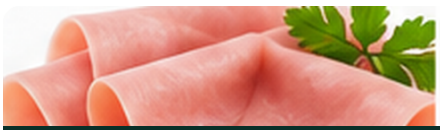
04 — FLAVOUR & TEXTURE
Evaluate aroma, firmness, juiciness and purge through storage.

INGREDIENT PASSPORT

Product identity	**HP-027 · Code 1451**	Ingredient	**100% cultured beet juice**
Appearance	**Brownish liquid**	Application range	**0.15–3.0% w/w**
pH · 10% solution	**5.0–5.6**	Ingredient TPC limit	**≤1,000 CFU/g**
Total heavy metals	**≤5 mg/kg**	Pb / As / Hg	**<1 mg/kg each**
HSLE reference	**HM405**	Pack size	**25 kg (historical)**

DESIGNED FOR REAL FOOD APPLICATIONS


COOKED SAUSAGE


COOKED HAM


CHICKEN ROLL

Historical specifications: verify current PDS and lot COA. Efficacy and legal claims depend on formulation, food and market.

Application performance.

SaltyAroma™ × Shelfex.AI

Compare sodium-reduced formulations and define the sensory, microbiological and physical performance endpoints that matter in manufacturing.



COOKED SAUSAGE

1.10% → 0.77%

30% LESS ADDED NaCl



COOKED HAM

1.80% → 1.26%

30% LESS ADDED NaCl

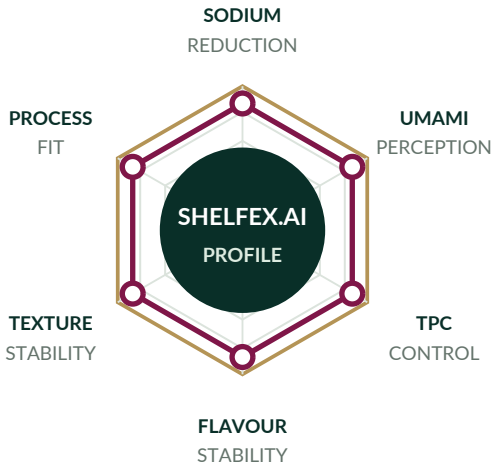


CHICKEN ROLL

1.30% → 0.91%

30% LESS ADDED NaCl

SHELFEX.AI EFFECTIVENESS PROFILE



WHAT FOOD MANUFACTURERS VERIFY

- **Added-NaCl reduction**
  Full recipe sodium balance
- **Umami enhancement**
  Paired sensory assessment
- **TPC control**
  Time-course CFU/g comparison
- **Flavour stability**
  Sensory / volatile marker retention
- **Texture stability**
  Yield, firmness, purge & juiciness

Six evaluation domains; no numerical efficacy ranking is asserted.

CALCULATED SODIUM CONTRIBUTION FROM ADDED NACL

mg Na / 100 g formulation

COOKED SAUSAGE	433 → 303	mg / 100 g
COOKED HAM	708 → 496	mg / 100 g
CHICKEN ROLL	511 → 358	mg / 100 g

FORMULATION BASIS

All three examples use 30% less added NaCl and a 1.5% SaltyAroma development dose. Sodium figures represent NaCl contribution in the recipe, not total finished-product sodium.

TPC inhibition, sensory benefits and flavour / texture stability require product-specific testing before performance claims.