



Meating Your Needs...

Everybody likes to eat succulent meat.

Meat that you find in ready meals or sliced in a sandwich has already gone through a rigorous process and using ingredients such as phosphate allows the product to end up at the consumer looking and tasting good.

The problem is, people do not want to compromise on quality and cannot associate phosphates and e-numbers with natural, tasty, good quality food.

Replacing phosphate is not easy. It is a unique product with sophisticated properties that cannot be matched. With this in mind, we developed an ingredient that would mimic phosphates, giving the same functional characteristics but eliminating the chemicals and thus providing the consumer with confidence in the ingredients they are about to consume. A label declaration that can be associated with naturalness.

Contact your Ulrick & Short representative now or call one of our technologists for further information or a demonstration on +44 (0)1977 62 00 11.



Why ezimoist™?

- It is easy to use and blend
- There is no settlement in the brine tank
- Can be tumbled or injected
- Can be used with marinades to increase pick up
- Helps to improved yields
- Retains succulence over life
- Improves product appearance
- Produces 'e'-free cooked meats
- Clean label declaration

The easy answer to clean label meats

- Cooked meats
- Cured meats
- Reformed
- Whole muscle
- Tumbled
- Injected
- All poultry
- Pork & ham
- Beef
- Pork
- Prawns

What is clean label?

- Free from additives and E-numbers
- A simple and clear, consumer friendly ingredient list
- Simply processed

starches  flours  fibres  proteins