

natural colour picture
colour-stable
no core formation
heat-stable

COLOUR

ON THE BASIS OF WATER-SOLUBLE
PLANT PIGMENTS



M-COLOUR®

INNOVATIVE COLOURING SYSTEMS

As an expert for meat- and sausage products, Meat Cracks Technologie GmbH always offers preparations of highest functionality and best quality for finished products, which fully meet the consumers' expectations. Just like the new colouring systems of the M-COLOUR® range on the basis of water-soluble plant pigments for:

- ▶ Boiled sausages
- ▶ Raw sausages/Salami

The new Meat Cracks colouring systems excel in colour stability compared with conventional plant pigments.

Thanks to their good water-solubility, all preparations are easy to distribute within the whole product- even in big calibers- and they ensure a uniform, pleasing and natural colour picture without core formation. The M-COLOUR® products on the basis of water-soluble plant pigments convince through an optimal price-performance ratio and they are an excellent substitute for carmine.

Many products are Halal compatible.



PERFECTLY MIXED

When manufacturing spice mixtures and functional additives, spice extracts or spice oils, individual products are mixed together by high-performance mixing plants. Thanks to their special mixing techniques, these mixing plants are able to distribute single components up to a minimum of 0,03 percentage evenly and homogeneously.

A combination of sieve systems and metal detectors guarantee that no undesired substances find their way into the mixing plants. All production steps, from the weighing of the single ingredients to filling into individually sized bags, are subject to extensive safety checks.

FROM IDEA TO MARKET MATURITY

Whether colouring agent, spice blend or starter culture: In the development of individual products, Meat Cracks customers can always rely on a structured project management with full service.



THE IDEA

THE PROJECT DISCUSSION with the customer is to define concrete targets and product requirements.

THE SOLUTION considers all project-relevant parameters.

THE PRESENTATION of the innovative product solutions includes practical applications, test productions and tastings.

THE PRODUCTION can then start at the customers' factory. The established project process ensures highest quality standards, product safety and individuality down to the smallest detail.



RESEARCH & DEVELOPMENT

New perspectives and market opportunities are available to Meat Cracks customers originating from the fact that they can delegate work to the Meat Cracks development center.

- ▶ International customer seminars on current topics in meat technology
- ▶ From product idea to serial production
- ▶ Trials on customers' request
- ▶ Scientific documentation
- ▶ Workshops together with customers
- ▶ Tasting and assessment of together developed products
- ▶ Guaranteed confidentiality of all project information
- ▶ Short development cycles

The Meat Cracks development center offers a unique environment for the development of new products. Together with the customers, projects are led to success with maximum safety within a short period of time.

TESTED QUALITY

Everybody who is responsible for the production of food trusts in a continuous and consistent quality assurance. The company's focus on food safety is manifested, amongst other things, through a certified quality management system, consistent with the current IFS Food on higher level and the EU-directive on organic farming. Following customer requests, products can be certified as Halal (incl. passover).

Several control mechanisms promote the targeted "zero-mistake management":

- ▶ Sensorial and spectral-analytical tests of all incoming goods
- ▶ Computerized production processes
- ▶ Isolation of foreign substances by use of sieves and metal detectors
- ▶ Spectral-analytical analyses of all intermediate- and final product batches
- ▶ Random sample checks by external laboratories
- ▶ Analyses in accordance with test plans by internal- and external accredited laboratories
- ▶ Full traceability of all products



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