



CULTURES TASTE TECHNOLOGY
MADE IN GERMANY



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Gregor Scheffer
Managing Partner

EXPERTS

for competent advice

Meat Cracks Technologie GmbH develops, produces and sells starter- and protective cultures, functional additives and spice blends for the food industry and in particular the meat- and sausage product industry. With its experienced experts and innovative special solutions, Meat Cracks provides a worldwide technological lead for its customers since its foundation in 2001, covering the following product areas:

- ▶ Starter- and protective cultures for high-class raw sausages and raw ham
- ▶ Customized spice mixtures for a unique and unmistakable taste
- ▶ Functional additives such as emulsifiers, antioxidants or antistaling agents
- ▶ Convenience-preparations for meat- and poultry products

The decision for Meat Cracks is a decision for innovative technologies, consultation in a sustained manner, competence and assured quality.

As an owner-managed company, Meat Cracks is an always reliable and flexible partner. The managing partner Gregor Scheffer have long years of experience in the production of meat- and sausage products. Meat Cracks understand the needs and requirements of their customers: „We speak your language.“



Quality “Made in Germany“

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SPECIAL SOLUTIONS

for individual customers

Meat Cracks customers can rely on a team of experts with many years of experience. The concrete targets and requirements of the projects are identified in counseling interviews and form the foundation for the creation of individual solution concepts. As a result, the customers get optimized products which exactly meet their requirements.

Meat Cracks with its powerful innovative strength takes the initiative and offers its customers exclusive products based on latest technologies and components. Besides highest quality, the company is always in search of the skills for latest and market-leading products for their customers.

Range of Services

To find a solution, you have to understand the question. Meat Cracks customers rely on competent and experienced experts who accompany them from idea to application technology.

- ▶ Idea generation – from raw material to start of production
- ▶ Conceptual advice for development and production of industrially manufactured meat- and sausage products, poultry- and convenience products both nationally and internationally
- ▶ Trial productions and optimisation of raw- and auxiliary materials
- ▶ Supply of starter- and protective cultures, additives, spice compounds and special mixtures according to customer demands

INNOVATIVE PRODUCTS

for improved safety and success

The company with its production- and sales center, located in Steinfeld-Mühlen, Germany, researches, produces and sales under its own management. At the company-owned Meat Cracks development center, which is a fully equipped meat technology center, in-house product developments are invented and customer projects are realized.

From additives to convenience products, innovations will be accompanied until they are ready for the market.

On a regular basis, Meat Cracks contributes with its creative special solutions to an inspiring and positive development on the market. The customers benefit from the comprehensive know-how and the practical experience of the whole team.

- ▶ Individual advisory skills
- ▶ Extensive product range
- ▶ Market leading innovations
- ▶ Certified safety for consistent high product quality
- ▶ Constant information flow





Product range:

- ▶ Compounds for raw sausages & raw cured products
- ▶ Starter- & Protective Cultures
- ▶ Convenience
- ▶ Spray Agents & Brine Seasonings
- ▶ Flavours
- ▶ Emulsifiers & Stabilizers
- ▶ Shelf Life Systems
- ▶ Colour Systems
- ▶ Your Individual Product

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RESEARCH & DEVELOPMENT

the common development center

Customer specific projects, ranging from request over development work to sample productions in the meat technical center, are solved professionally. With state-of-the-art equipment many industrial production situations, from raw sausage maturing processes to the production of cooked ham, can be carried out on pilot plants. The research- and development center offers a broad range of services for both Meat Cracks customers and the company itself:

- ▶ Testing and evaluation of new raw materials
- ▶ Development of new and innovative compounds and production technologies
- ▶ Application tests with the developed compounds
- ▶ Product presentations and tastings with customers
- ▶ Sample productions
- ▶ Organisation of customer seminars and subject-specific workshops



CULTURES production

All M-CULTURE® starter- and protective cultures are produced in the in-house class 10 cleanroom on our premises in Mühlen, Germany. The most important working steps take place underneath a laminar flow cabinet which guarantees a production free from foreign germs. Moreover, all M-CULTURE® cultures are analyzed both by our in-house laboratory and by accredited external laboratories with respect to their high quality and reliable effectiveness:

- ▶ Acidification activity tests
- ▶ Water content analyses
- ▶ a_w -value measurements
- ▶ Microbiological analyses
- ▶ Storage tests

Alongside with the control of the method plans, full batch-traceability and weight control by checkweigher ensure the safety of the computerized production.

Meat Cracks tailors every culture to meet various requirements of different possible application.

M-CULTURE® starter- and protective cultures are produced in the company owned class 10 cleanroom. This guarantees a production production free from foreign germs.





Meat Cracks cultures have an effect on e.g.:

- ▶ Killing and suppression of undesired bacteria such as listeria, fungi and other germs
- ▶ Raw sausage maturation without pore formation
- ▶ Very good gelification
- ▶ Attractive colour of the finished product
- ▶ Improvement of taste
- ▶ Maturation time reduction
- ▶ Intensification of nitrate reductase
- ▶ Improvement of catalase activity
- ▶ Homofermentation process
- ▶ Controlled lactic acid production through the use of monosaccharides
- ▶ Controlled pH-value course

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*In spice blends Meat Cracks falls back on many years of experience
as well as on an extensive product portfolio.
For all application areas, individual solutions are realized every day.*

FLAVOUR

Spice blends in infinite varieties

The characteristic flavour profile of nearly all processed meat products is essentially characterized by the used spice mixtures. Meat Cracks Technologie GmbH offers its customers many years of experience with regard to desired flavour profiles in different countries and regions worldwide. On this basis, spice mixtures which are the key to the typical and desired flavour experience are created according to customers' requirements.

The broad product range provides spice mixtures which are exactly tailored to the special requirements of the finished product.

- ▶ Individual composition of spice mixtures
- ▶ Choice of raw- and cutter process materials based on customer-specific criteria
- ▶ Almost unlimited varieties of flavours
- ▶ Production of sample batches

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 mixing to filling into individually sized bags, are subject to extensive safety checks.

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A large variety of functional ingredients, additives and spice mixtures are used every day in meat and meat products as well as other food products. All Meat Cracks products pass numerous security checks during the production process.

HIGH PRODUCT SAFETY

through first class quality control

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



YOUR INDIVIDUAL PRODUCT

Our solution

A major benefit for Meat Cracks customers is the possibility to develop specially designed products for individual requirements. In doing so, Meat Cracks relies on a team of experts and many years of experience. On this basis, individually adapted solution concepts and optimized products which exactly meet all desired requirements can be created.

Moreover, the Meat Cracks research- and development center with its in-house meat technology center offers its customers the possibility of outsourcing their product development work from idea to sample productions. This leads to reduced work load on human resources. If desired, development work can be carried out in cooperation with the customer's representatives – always with the condition to achieve best results.



Meat Cracks Technologie GmbH – the specialist for customized spice mixtures for the meat- and food industry as well as for additives, starter and protective cultures for the meat industry.



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FROM THE IDEA to market

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.





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Meat[®]
Components for good meat
Cracks
Technologie GmbH

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