

# Capabilities Poultry products



NovaTaste - IFFA 2025



# NovaTaste capabilities: Poultry products



## Core product range

stored assortment for different applications – without minimum order quantity



## Customization

to meet specific customer request globally



## Taste expertise

decades of experience in the field of meat products



## Product variety

powder blends as well as liquid products

# NovaTaste solutions

## for poultry products

### Taste

- spices, spice extracts, flavorings, spice blends, seasonings, decors

### Functionality & texture

- binding, cutting agents, emulsifiers
- color maintenance, colorants and coloring foods
- Shelf-life extension, preservation, antioxidants
- texture improvement: proteins, fibers, starches, hydrocolloids

### Special technologies

- e.g., clean label, salt reduction, yield improvement, syneresis inhibition, Deco Quick®



# Taste enhancement

Poultry products do not taste exactly like the traditional pork counterparts.

A wide range of flavor optimizers improve the taste of a wide variety of poultry meat products and enhance the umami taste in particular.

Combinations of

- (natural) flavors
- broths
- Seasonings/ decor seasonings
- yeast extracts
- spices
- to pure spice blends

Solutions in organic quality or GMO-free may be possible depending on the raw material availability





# Marinades

## Special requirements, e.g.

- without added palm oil
- without the addition of hydrogenated fat
- with integrated preservation

## Technologies

- oil marinades (liquid)
- emulsion marinades (liquid)
- dry marinades

## Taste, trendy with

- spice blends
- spice extracts
- natural flavors
- flavors



# Service



**Technical sales**  
supportive



**Products**  
customized



**R&D**  
innovative



**Laboratory**  
precise



**Food law**  
comprehensive



**Customer workshops**  
tailor made



**Team Inspiration**  
creative



**Crafting**  
**a world of**  
**taste**



**NovaTaste**