



**WIBERG**  
by NovaTaste

# Function and Taste

for meat and convenience products

# Novataste – Crafting a world of **taste**

At NovaTaste, under the brand WIBERG, we offer our customers a wide range of ingredients and solutions, including herbs and raw spices, as well as seasonings, marinades, functional active ingredients and food cultures.

We are committed to enhancing the quality of our customers' products by ensuring a full spectrum of tastes and functional solutions that are both innovative and unrivalled in their excellence.





# Recipe optimization for meat products

These solutions help to produce stable and homogeneous emulsions that positively influence consistency and texture, and also may replace a share of the pure meat and/or fat, thus significantly contributing to the reduction of material costs.

## Optimizer

Product name	Product description	Dosage	Item No.	HALAL suitable
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### Recipe optimization

<b>Emulsifier Universal</b> Compound of additives	<ul style="list-style-type: none"> <li>to be used in cooked sausage and cooked salami</li> <li>to be used with beef, pork or skin</li> <li>production of creamy fat emulsions</li> <li>add dry</li> <li>E407, E412</li> </ul>	1:20:20 (Emulsifier Universal : fat : water)	<b>220868</b> 1 kg	
<b>F.E.T.230 HS</b> Compound of additives	<ul style="list-style-type: none"> <li>to be used in cooked sausage</li> <li>for the production of creamy fat emulsions</li> <li>to be used with pork or beef fat</li> <li>can also be used as an emulsifier for liver sausage</li> <li>high water binding capacity</li> <li>cost efficient due to low dosage</li> <li>no beef fat taste in the end product</li> <li>E401, E412, E450, E466</li> </ul>	1:50:50 (F.E.T.230 HS : fat : water)	<b>148594</b>	
<b>Meatstab C 15</b> Preparation for the production of spiced brine	<ul style="list-style-type: none"> <li>mildly aromatic with marjoram</li> <li>for all kinds of meat</li> <li>for reduced cooking loss and a juicy end product</li> <li>E301, E331, E500</li> </ul>	5 kg in 100 kg brine at 12 % injection	<b>198778</b> 1 kg	
<b>Optimizer BW</b> Compound of ingredients	<ul style="list-style-type: none"> <li>structure former for cooked sausage and cooked salami</li> <li>for ideal firmness</li> <li>add dry during the cutting process or to the brine</li> <li>without E-numbers</li> </ul>	15–20 g/kg mass	<b>270472</b> 1 kg	
<b>Optimizer MC</b> Compound of additives	<ul style="list-style-type: none"> <li>structure former for luncheon meat and convenience products such as burger and nuggets</li> <li>for ideal firmness, especially for products eaten hot</li> <li>reduced water loss in fried products such as burgers</li> <li>cost efficient</li> <li>E460, E461</li> </ul>	dry addition: 5–20 g/kg mass creamy emulsion: 1:2:7 (powder : oil/fat : water)	<b>221226</b>	
<b>Optimizer Pearl J</b> Compound of additives	<ul style="list-style-type: none"> <li>structure former for cooked sausage, cooked salami, cooked ham and convenience products</li> <li>high water binding capacity</li> <li>add dry during the cutting process or to the brine</li> <li>E407</li> </ul>	15–20 g/kg mass	<b>236362</b>	
<b>Optimizer VB Plus</b> Compound of additives	<ul style="list-style-type: none"> <li>structure former for cooked sausage, cooked salami and cooked ham</li> <li>high water binding capacity</li> <li>elastic structure and rubbery bite</li> <li>add dry during the cutting process or to the brine</li> <li>E407</li> </ul>	10–20 g/kg mass	<b>220143</b>	

# Smart solutions




## Functional & efficient

In the production of any sausage and meat product, quality criteria such as fine taste, firm bite and reliable freshness are essential.



From stabilization and binding, shelf-life extenders and preservatives to colors and taste intensifiers you are sure to find what you are looking for in our functional ingredients.





### Stabilization & binder

Product name	Product description	Dosage	Item No.	HALAL suitable
<b>Brätfix</b> Sodiumdiphosphate for sausage emulsions	<ul style="list-style-type: none"> <li>• good water binding properties due to optimum activation of muscle protein</li> <li>• for a stable structure and improved bite</li> <li>• for cooked sausage and cooked salami</li> <li>• E450</li> </ul>	2–4 g/kg mass	<b>118911</b> 1 kg	
<b>Staro P</b> Cutting agent with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• safe color development and stable color maintenance</li> <li>• optimum meat protein activation and binding</li> <li>• for cooked sausage and cooked salami</li> <li>• E300, E452</li> </ul>	5–7 g/kg mass	<b>120496</b>	
<b>Staro P Ecoline</b> Cutting agent with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• safe color development and stable color maintenance</li> <li>• optimum meat protein activation and binding</li> <li>• for cooked sausage and cooked salami</li> <li>• E300, E450</li> </ul>	3 g/kg mass	<b>137221</b> 1 kg	




### Shelf life extension

<b>Acelact</b> Antistaling agent for meat and sausage products	<ul style="list-style-type: none"> <li>• visible improvement in freshness for a longer period of storage</li> <li>• for cooked sausage and convenience products</li> <li>• not suitable for injection</li> <li>• E262, E327</li> </ul>	10 g/kg mass	<b>290361</b> 1 kg	
<b>Frischex C</b> Compound of additives as preserving agent for meat products	<ul style="list-style-type: none"> <li>• visible improvement in freshness for a longer period of storage</li> <li>• for a solid red meat color and as preserving agent</li> <li>• for presalting of inlay meat and for shelf-life extension of processing meat</li> <li>• E262, E300, E316, E331</li> </ul>	5 g/kg mass	<b>122452</b>	
<b>Frischex L</b> Antistaling agent for meat and sausage products	<ul style="list-style-type: none"> <li>• visible improvement in freshness for longer storage periods</li> <li>• soluble in brine</li> <li>• for cooked sausage, cooked ham and meat preparations</li> <li>• E262</li> </ul>	3 g/kg mass 1 kg in 100 kg brine at 20 % injection	<b>135585</b> 1 kg	
<b>Germex Flavor</b> Cider vinegar flavoring	<ul style="list-style-type: none"> <li>• prolongs shelf life without E numbers</li> <li>• for cooked sausage, cooked ham and meat preparations</li> </ul>	2–3 g/kg mass 1 kg in 100 kg brine at 20 % injection	<b>182270</b> 0.5 kg	





### Preservation

<b>Frisch Tau</b> Preservative	<ul style="list-style-type: none"> <li>• for longer shelf life</li> <li>• for cooked sausage and cooked salami as well as for liver sausage and fermented sausage</li> <li>• E223, E262, E330</li> </ul>	2 g/kg mass	<b>109334</b>	
<b>Germex B</b> Preservative	<ul style="list-style-type: none"> <li>• for longer product freshness and attractive appearance</li> <li>• inhibits microbiological growth</li> <li>• for a long-lasting preservation</li> <li>• E202, E211, E262</li> </ul>	3 g/kg mass	<b>200666</b>	
<b>Germex Orange EU</b> Preservative	<ul style="list-style-type: none"> <li>• for longer product freshness and attractive appearance</li> <li>• inhibits microbiological growth</li> <li>• for a long-lasting preservation</li> <li>• E202, E215, E219</li> <li>• available in canisters</li> </ul>	3 g/kg mass	<b>175636</b>	

## Colorants/Coloring food stuff



















Product name	Product description	Dosage	Item No.	HALAL suitable
<b>Bioered S</b> Fermented rice, ground, standardized	<ul style="list-style-type: none"> <li>• for good, intense color formation</li> <li>• for cooked sausage, cooked salami, fermented sausage and convenience products</li> </ul>	0.5–1 g/kg mass	<b>107149</b> 1 kg	
<b>Colorado C-A</b> Food color	<ul style="list-style-type: none"> <li>• for good, intense color formation</li> <li>• for cooked sausage, cooked salami, fermented sausage and cooked ham</li> <li>• field of application within the EU: only approved for Chorizo, Salchichon and Sobrasada</li> <li>• warning in the endproduct: „May have an adverse effect on activity and attention in children“</li> <li>• E124, E129</li> </ul>	2 g/kg mass	<b>296615</b>	
<b>Rosso C</b> Coloring agent for meat products	<ul style="list-style-type: none"> <li>• coloring agent based on carmine</li> <li>• for a natural, red meat color</li> <li>• for cooked ham, cooked sausage, cooked salami, fermented sausage and convenience products</li> <li>• E120</li> </ul>	0.3–0.5 g/kg mass	<b>135040</b> 1 kg	

## Taste intensifiers

<b>Fumaro Cherry</b> Smoke flavoring	<ul style="list-style-type: none"> <li>• smoky, fruity</li> <li>• soluble in brines</li> <li>• no smoking process necessary</li> <li>• available in canisters</li> </ul>	0.5–1.5 g/kg mass	<b>212416</b> 2 kg	
<b>Happy Booster</b> Taste improving seasoning	<ul style="list-style-type: none"> <li>• aromatic, meaty taste</li> <li>• suitable for all meat products</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• without added taste enhancing additives</li> </ul>	1 g/kg mass	<b>215141</b> 1 kg	
<b>Paprikana Forte Liquid</b> Liquid additional seasoning	<ul style="list-style-type: none"> <li>• characteristic paprika taste</li> <li>• 5800 color units</li> <li>• oil-soluble</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• without added taste enhancing additives</li> <li>• available in canisters</li> </ul>	1 g/kg mass	<b>135243</b> 1.8 kg	
<b>Power Booster Beef</b> Taste improving seasoning	<ul style="list-style-type: none"> <li>• aromatic, meaty taste</li> <li>• suitable for all meat products, especially for beef products</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• without added taste enhancing additives</li> </ul>	1 g/kg mass	<b>253273</b> 5 kg	
<b>Würzomat</b> Taste enhancing seasoning	<ul style="list-style-type: none"> <li>• spicy with onion and garlic</li> <li>• suitable for all meat products</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E621</li> </ul>	0.5–1 g/kg mass	<b>212397</b> 1 kg	

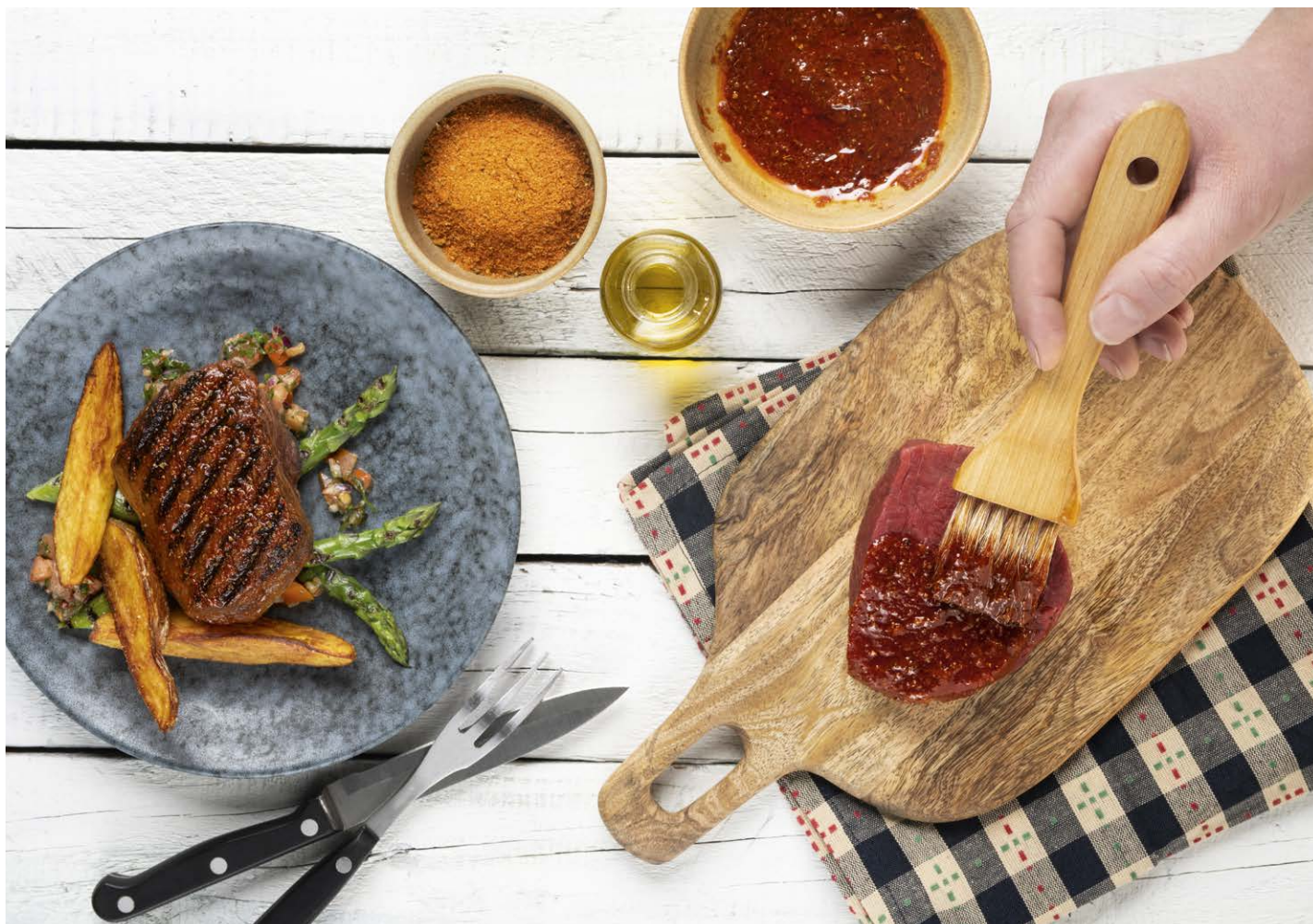


# Meat products

Product name	Product description	Dosage	Item No.	HALAL suitable
<b>Cooked sausage</b>				
<b>Chipotle Style</b> Spice preparation	<ul style="list-style-type: none"> <li>• rustic, piquante seasoning with chili, garlic and smoke flavor</li> <li>• without added taste enhancing additives</li> </ul>	8 g/kg mass	<b>248579</b>	
<b>Combi CB 300</b> Seasoning with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• aromatic mixture with paprika and nutmeg</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E316, E412, E450, E621</li> </ul>	10 g/kg mass	<b>150583</b> 1 kg	
<b>Fleischwurst Würzung</b> Seasoning	<ul style="list-style-type: none"> <li>• aromatic seasoning with pepper and nutmeg</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E621</li> </ul>	6 g/kg mass	<b>198685</b> 1 kg	
<b>Frankfurter Combi Forte</b> Seasoning with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• full-bodied mixture with paprika, pepper and chili</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E315, E452, E621</li> </ul>	10 g/kg mass	<b>199256</b> 1 kg	
<b>Frankfurter Combi Rotpunkt</b> Seasoning with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• spicy mixture with coriander, garlic and nutmeg</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E300, E450, E621</li> </ul>	10 g/kg mass	<b>235940</b>	
<b>Halal Smoked Bruzzler</b> Seasoning with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• full-bodied mixture with paprika, chili and garlic</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E315, E452, E621, E635</li> </ul>	12 g/kg mass	<b>242405</b>	
<b>Hungarian Extra</b> Seasoning with reddening agent	<ul style="list-style-type: none"> <li>• solid, piquante mixture with pepper, coriander and allspice</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E316</li> </ul>	14 g/kg mass	<b>264406</b> 1 kg	
<b>Krainer Combi</b> Seasoning with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• solid mixture with pepper, chili and caraway</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E300, E450, E621</li> </ul>	8 g/kg mass	<b>289288</b>	
<b>Senator Asia Combi</b> Seasoning	<ul style="list-style-type: none"> <li>• spicy mixture with pepper, onion and a hint of ginger</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E621</li> </ul>	6 g/kg mass	<b>274765</b> 5 kg	
<b>Fried sausage</b>				
<b>Bratwurst Exquisit</b> Spice extract preparation	<ul style="list-style-type: none"> <li>• aromatic seasoning with ginger, coriander and allspice</li> <li>• without allergenic ingredients (according to EU regulations)</li> </ul>	6 g/kg mass	<b>104116</b> 1 kg	
<b>Bratwurst Nuremberg Style</b> Spice preparation	<ul style="list-style-type: none"> <li>• elegant seasoning with coriander, Thuringian marjoram and a hint of ginger</li> <li>• with aromatic lemon taste</li> <li>• with visible herb and spice components</li> <li>• E621</li> </ul>	7 g/kg mass	<b>136246</b> 1 kg	
<b>Schublig Extra</b> Seasoning	<ul style="list-style-type: none"> <li>• full-bodied, meaty seasoning with paprika, pepper and a hint of chili</li> <li>• without allergenic ingredients (according to EU regulations)</li> <li>• E621</li> </ul>	9 g/kg mass	<b>299495</b> 1 kg	
<b>Cooked ham</b>				
<b>Halal Combi Plus 60</b> Seasoned brine additive with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• aromatic, meaty mixture</li> <li>• in combination with starches ideal for the production of tumbled cooked cured products from smaller pieces of meat</li> <li>• E316, E407, E415, E450, E451, E621</li> </ul>	6 kg in 100 brine at 60 % injection	<b>245181</b> 1 kg	
<b>Ham Combi 40</b> Seasoned brine additive with phosphate and reddening agent	<ul style="list-style-type: none"> <li>• aromatic, meaty mixture</li> <li>• in combination with starches ideal for the production of tumbled cooked cured products from smaller pieces of meat</li> <li>• E301, E407, E450, E451, E621, E627, E631</li> </ul>	5.5 kg in 100 brine at 40 % injection	<b>168027</b> 1.1 kg	
<b>Ham Seasoning Rustico</b> Seasoning	<ul style="list-style-type: none"> <li>• solid seasoning with garlic, rounded off with a hint of fried onion</li> <li>• E621</li> </ul>	5 g	<b>135412</b> 1 kg	
<b>Novapure Grill Ham Seasoning</b> Seasoning	<ul style="list-style-type: none"> <li>• mildly aromatic, meaty seasoning, rounded off with a typical barbecue flavor</li> </ul>	4 g/ kg mass	<b>135379</b> 1 kg	
<b>Quick Toast 60 Rustico</b> Compound of ingredients	<ul style="list-style-type: none"> <li>• solid mixture with garlic and a slight hint of fried onion</li> <li>• in combination with starches ideal for the production of tumbled cooked cured products from smaller pieces of meat</li> <li>• E316, E407, E450, E451</li> </ul>	5 kg in 100 brine at 60 % injection	<b>198322</b> 25 kg	
<b>RSC7 Top Combi</b> Brine additive mit seasoning	<ul style="list-style-type: none"> <li>• solid mixture with garlic and a slight hint of fried onion</li> <li>• E301, E450, E451, E621</li> </ul>	7.5 kg in 100 kg brine at 20 % injection	<b>168204</b> 0,75 kg	

# Easy, safe & versatile Marinades

Our dry marinades are mixtures with perfectly balanced seasoning. Prepared with oil, the marinades seal the grilled food and ensure less drying.



## Marinades

Product name	Product description	Dosage	Item No.	HALAL suitable
<b>Dry marinades</b>				
<b>Grillfix Argentina</b> Dry marinade	<ul style="list-style-type: none"> <li>• full-bodied, piquant with pepper, onion and garlic</li> </ul>	40 g	<b>193145</b> 1 kg	
<b>Grillfix Cajun</b> Dry marinade	<ul style="list-style-type: none"> <li>• rustic with pepper, coriander and paprika</li> <li>• with visible herb and spice components</li> <li>• E262</li> </ul>	40 g	<b>282784</b>	
<b>Grillfix Churrasco</b> Dry marinade	<ul style="list-style-type: none"> <li>• full-bodied, piquant with paprika, pink pepper and a hint of smoke</li> <li>• with coarse spice components</li> </ul>	40 g	<b>257445</b> 1 kg	
<b>Grillfix Herb Butter Style</b> Dry marinade	<ul style="list-style-type: none"> <li>• full-bodied with herbs with a hint of butter</li> <li>• E262, E331</li> </ul>	40 g	<b>180408</b> 1 kg	
<b>Grillfix Hot Chili BBQ</b> Dry marinade	<ul style="list-style-type: none"> <li>• solid with chili, coriander and smoky note</li> </ul>	40 g	<b>286540</b> 1 kg	
<b>Grillfix India</b> Dry marinade	<ul style="list-style-type: none"> <li>• full-bodied with curry</li> <li>• E262, E331</li> </ul>	40 g	<b>180415</b> 1 kg	
<b>Grillfix 20 Rustikal</b> Complete mixture	<ul style="list-style-type: none"> <li>• full-bodied with paprika, pepper and garlic</li> <li>• E262, E300, E331, E451, E621</li> </ul>	45 g	<b>149644</b> 1 kg	

# Our services at a glance

Are you interested in our products and services? We are your partner for customer-specific solutions – simply ask your contact person!



## Quality Our guiding principle

We define ourselves through the high quality of our products; they provide us with the incentive to offer our customers optimal solutions. You can recognize the importance of this claim in every step of our work, from incoming raw materials inspection to the finished product - a team that works hand in hand!



## Food laws and legislation Paragraphs made easy

We will be happy to advise and assist you on issues concerning food labelling and identification as well as the design and verification of product labels and declarations. Do you need reports, certificates or simply competent support in the complex field of food law for your production or further processing? Please contact us for confidential advice and support. Whether with RSPO-certified palm oil or marinades without added of palm oil – you have the choice.



## Technical sales team Service has a face

Our creative butchers, technologists and application specialists can together provide support at any time with efficient, innovative and individually tailored product solutions, practical tips in the field of industrial manufacturing processes as well as manual applications.



## Laboratory At the heart of the best quality

In our in-house laboratories, we use a wide range of chemical and microbiological analysis methods. Every single raw material has its own individual, risk-based test plan. This means the company's experts don't miss anything when it comes to safety. Our independence from other laboratories means that we can act quickly and efficiently according to the situation at hand.