



Zartin[®]

Your multifunctional phosphate alternative ingredient

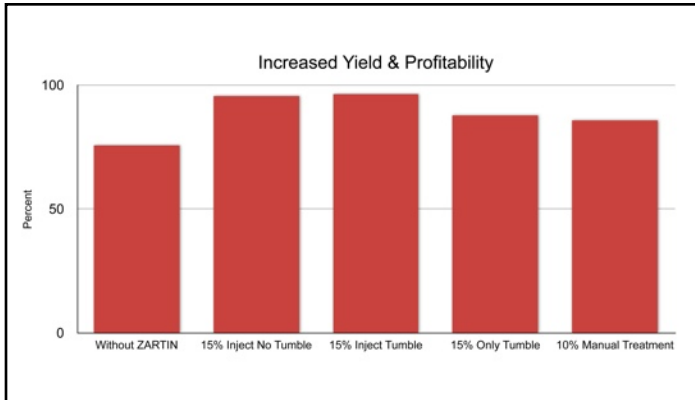
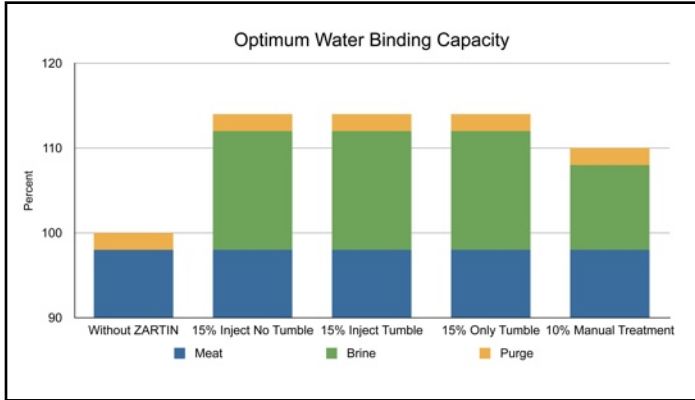


VAN HEES branded ZARTIN products include a wide range of additives developed to increase the water binding capacity, improve end product quality and the eating experience of meat products made from beef, pork or poultry. The water binding effect is caused by the organic acids contained within ZARTIN that are commonly found in nature and are renowned for their advantages in further processed meat products.

- ★ Functional ingredients that can be utilized as a phosphate alternative or in conjunction with phosphates.
- ★ Improve yields, product quality and sensory attributes.

How does ZARTIN work?

The water binding effect of ZARTIN is caused by the interaction of negative ions in organic acids with the negative ions in myofibrillary proteins. The results of this process is a loosened muscle structure which enables a better retention of the added water. An additional benefit is the meat will become more succulent and tender.



How do you use ZARTIN?

When ZARTIN is used as a brine additive it can be injected into the meat directly or added during tumbling. It is also possible to work dry ZARTIN and water into meat at the same time, either by hand (for small batches) or in a tumbler.



ADVANTAGES of ZARTIN:

- ★ **Phosphate free alternative:**
 - ★ Improves succulence without the use of phosphates
 - ★ Avoids the hammy texture sometimes seen with phosphate use
 - ★ Avoids potential consumer concern due to the use of phosphates
- ★ **Reduces purge:**
 - ★ Increases water holding capacity therefore reducing post packaging purge
- ★ **Processor friendly:**
 - ★ Dry, water soluble powder
 - ★ Reduced finished product cost
- ★ **Improves shelf-life (depending on ZARTIN used in production):**
 - ★ Inhibits the growth of micro-organisms and food pathogens



Benefits of ZARTIN are easy to see!

The above pictures of meat not absorbing liquid without ZARTIN (left) and with ZARTIN (right) showing liquid fully absorbed.

ACT NOW!

For more information on the entire line of **ZARTIN** products available, please call **919 654-6862** or visit online at **www.vanheesinc.com**



VAN HEES Inc.

2500 Regency Parkway • Cary • North Carolina • 27518

Tel: 919 654-6862 • Fax: 919 654-6864 • info@vanheesinc.com • www.vanheesinc.com

We confirm that this product conforms to all required USDA and FDA regulations. All recommendations are made without guarantee. Technical data as to the use of this product are given based on our most recent experience without obligation. End users are responsible for using this product so as to comply with USDA and FDA regulations. For technical information please contact us directly. Specifications are subject to change. Not all products are available in all countries. © 2012 VAN HEES Inc. All rights reserved. All trademarks are property of VAN HEES Inc. and its subsidiaries.