

# ZARTIN®

## YOUR MULTI-FUNCTIONAL INGREDIENTS FOR PRODUCT ENHANCEMENT

The VAN HEES brand ZARTIN® includes a wide range of additives to increase water holding capacity, improve product quality and eating experience of meat products made from beef, pork or poultry.

### *Advantages:*

- Increases water holding capacity
- Decreases post-packaging purge
- Improves tenderness and succulence
- Enhances end product quality and eating experience
- Better cost-in-use than competitors products

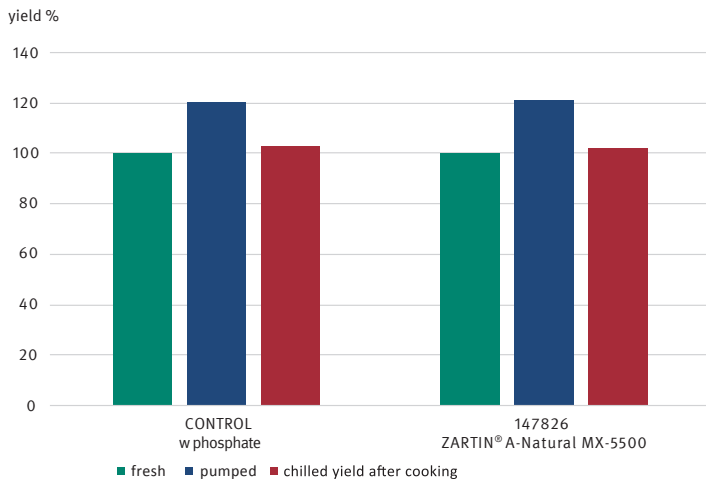


# HOW DOES ZARTIN® WORK?

Due to a charge imbalance between negatively charged ions of organic acids and myofibrillar proteins ZARTIN® loosens the muscle structure resulting in higher water holding capacity.

This creates a more succulent and tender meat or poultry product. The ZARTIN® effect could be compared to the repellent effect of two like-charged magnets.

## Pork loin – yield testing



VAN HEES: Yield testing of ZARTIN® yield enhancer (all-natural) vs. a phosphate control in pork loin

## Halal & Kosher

VAN HEES in Wuppertal, Germany – where solely Halal and Kosher ingredients are warehoused and processed into blends – has the ideal conditions to meet the strict purity requirements for Halal and Kosher food.

Cross contamination with haram (prohibited) raw materials is guaranteed to be completely ruled out. The decision to establish a dedicated production site for Halal and Kosher products has increased our production capacity and accompanies the increasing demand for this market segment.

The production area of the Wuppertal plant covers more than 10,000 square feet. All raw materials used are verified to be Halal and/or Kosher, and all final blends are certified according to the Halal and Kosher requirements.

Since 2013 the state-of-the-art Halal and Kosher facility fulfills the growing demand for Halal and Kosher certified VAN HEES quality products.



To meet the growing consumer demand of all-natural products, VAN HEES has developed applicable products like ZARTIN® A-Natural MX-5500. This multi-functional blend is approved by USDA/FSIS to qualify as “All Natural” for fresh and fully cooked meat and poultry products.

The value addition of our blends is caused by the synergy of selected natural ingredients. Due to their unique composition, higher yields as well as higher profitability can be achieved.



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