



Leading to Better

# DuraFresh™ UC



Clean Label Conference  
March 28-29, 2016

Sunil Perumalla

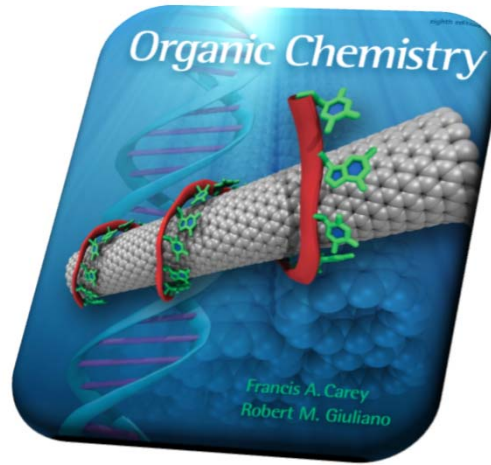


# Different Definitions of “Clean”

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**62%**

The percent of shoppers that said they “seek foods that are **minimally processed**”, according to the Natural Marketing Institute



“We want to get to the point where **nothing on our labels looks like it came from a chemistry book**” – Wendy’s CEO, Emil J. Brolick, at the 2014 RBC Capital Markets Consumer and Retail Conference

**53%**

The percent of shoppers that said they “prefer foods and beverages with a **short list of recognizable ingredients**”, according to the Natural Marketing Institute

# Different Definitions of “Clean”



## “NATURAL”

76% of Americans believe that **natural** = healthy. In a separate study, natural consumers found that **“preservative-free”** is highly important (Nutraceuticals World, Rodale)



## “ANTIBIOTIC-FREE”

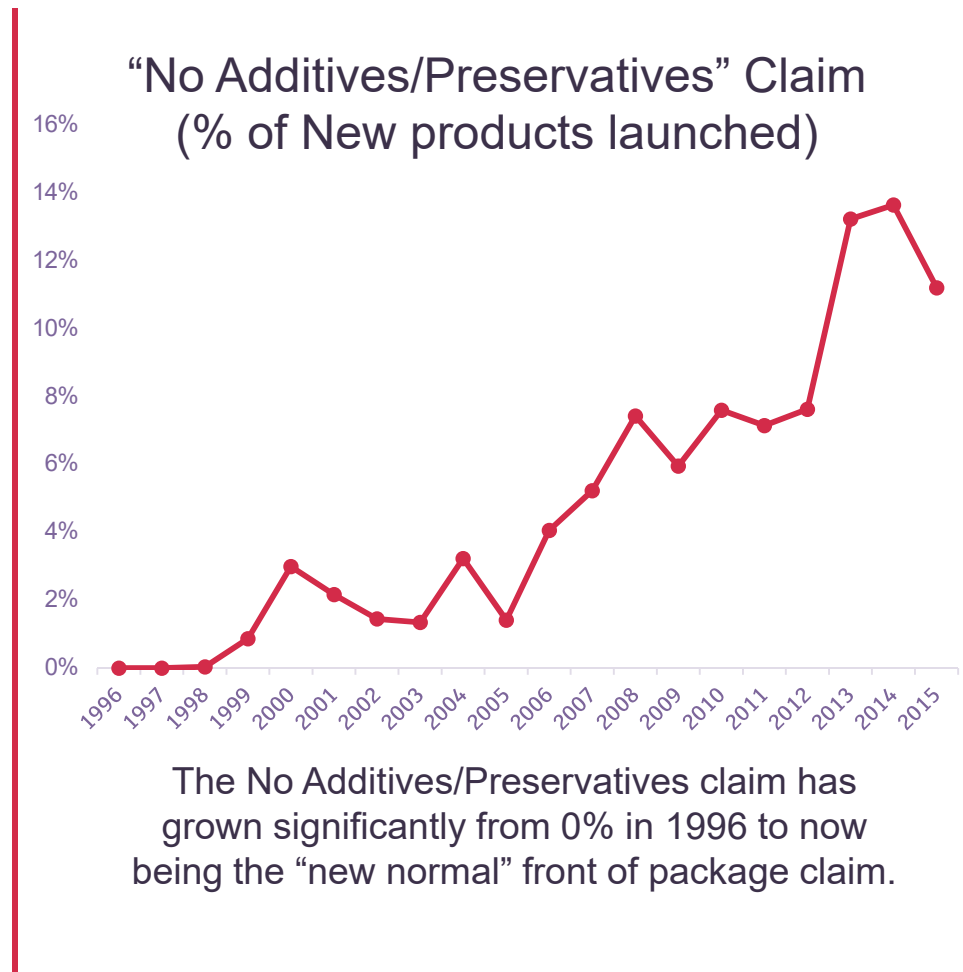
Consumer demand for chicken, turkey, pork, and beef raised without the routine use of **antibiotics** is growing fast, as something once considered niche is having a ripple effect on mainstream players (NDRC)



## ADDITIVE & PRESERVATIVE FREE

A recent study found that 60 percent of all consumers worldwide **avoid preservatives as well as artificial colorants and sweeteners** when choosing food and drinks products. The study (TNS/GNT Group) also found that additives influence consumers most strongly when shopping for groceries.

# Natural Preservatives Market - (Meat, Poultry & Seafood)



The No Additives/Preservatives claim has grown significantly from 0% in 1996 to now being the "new normal" front of package claim.

# DuraFresh™ UC

- An unique blend of organic acids and peptides that can improve product quality through clean label inhibition of pathogens and spoilage in meat and poultry products.
  - ✓ Clean-label “nitrite-free” alternative to curing agents in poultry products achieving similar pathogen inhibition
  - ✓ Replace conventional curing process while providing efficacy against *Listeria monocytogenes*, *Clostridium perfringens*, *Clostridium botulinum*, and spoilage microorganisms.
  - ✓ Facilitates a “No artificial preservative” claim.

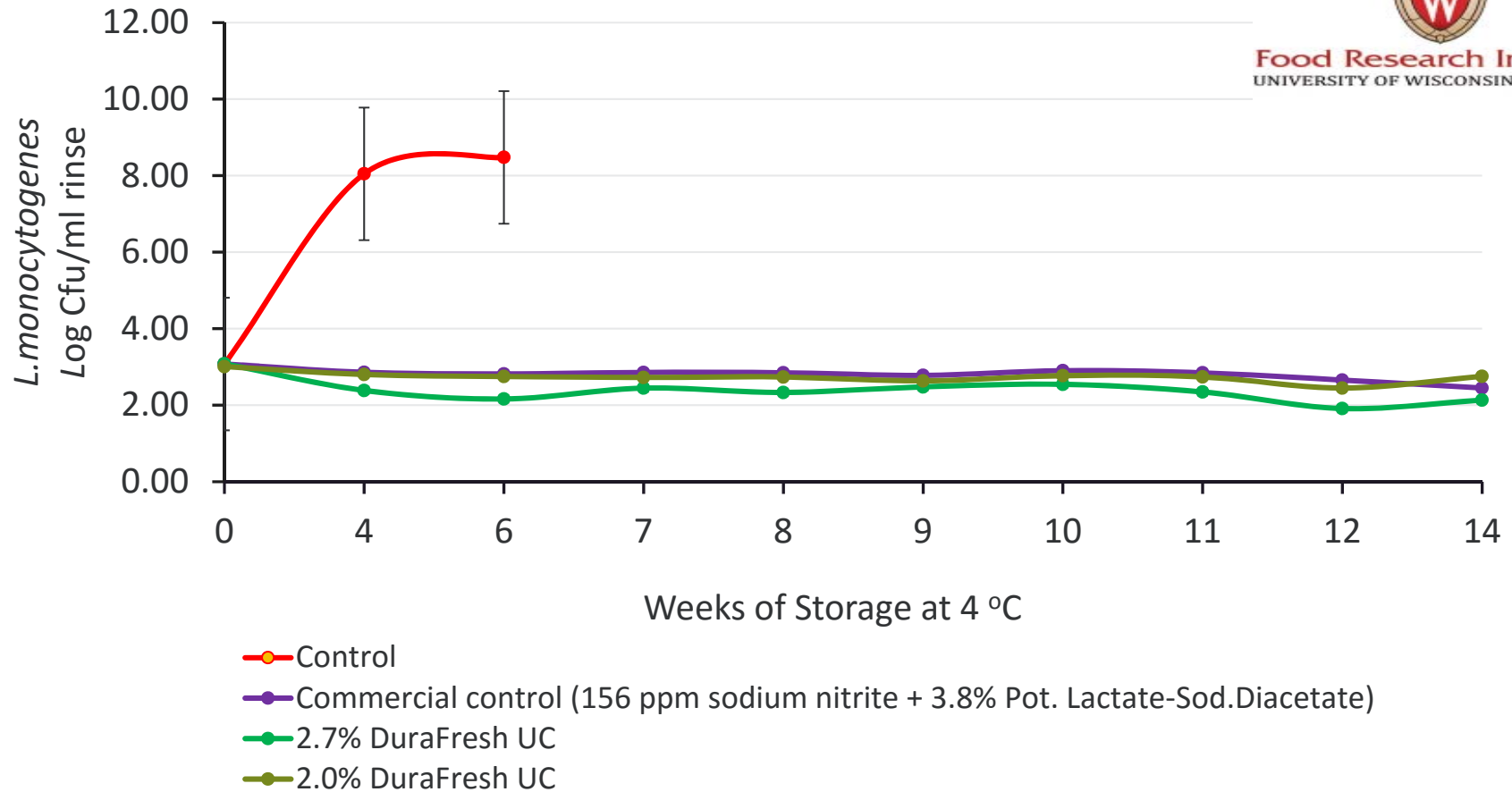
# DuraFresh™ UC

- ✓ Label declaration (U.S) - Buffered Vinegar and Cultured Dextrose
- ✓ Available in dry and liquid formats
- ✓ Specifically designed to work well in high moisture and low sodium meat and poultry applications.
- ✓ Demonstrated efficacy at lower inclusion levels (as low as 2.75%) compared to similar products in market.

# Inhibition of *Listeria monocytogenes* in uncured deli-style turkey

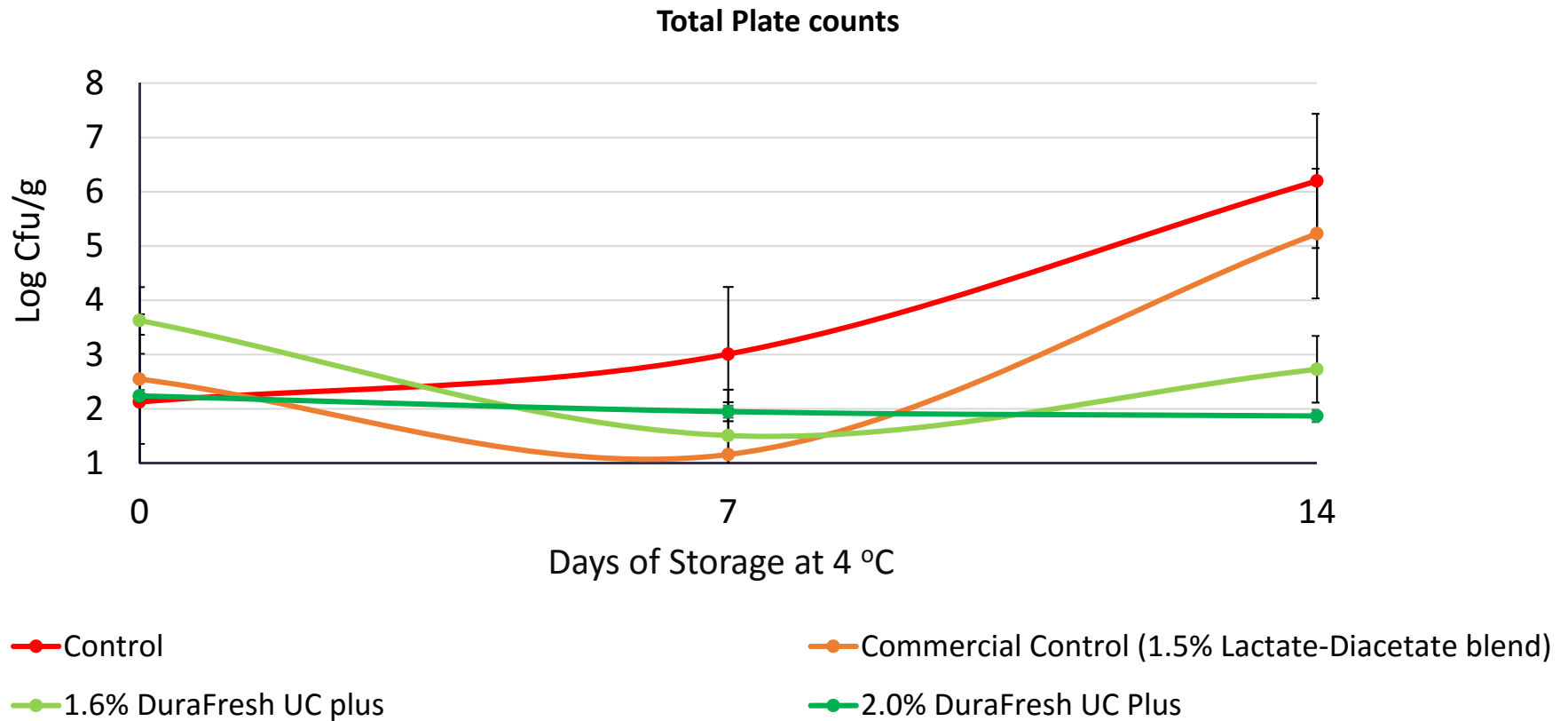


Food Research Institute  
UNIVERSITY OF WISCONSIN-MADISON



Meat Conditions: 6.2 pH, 76% moisture, 1.55% Salt, 400 mg sodium/56g serving

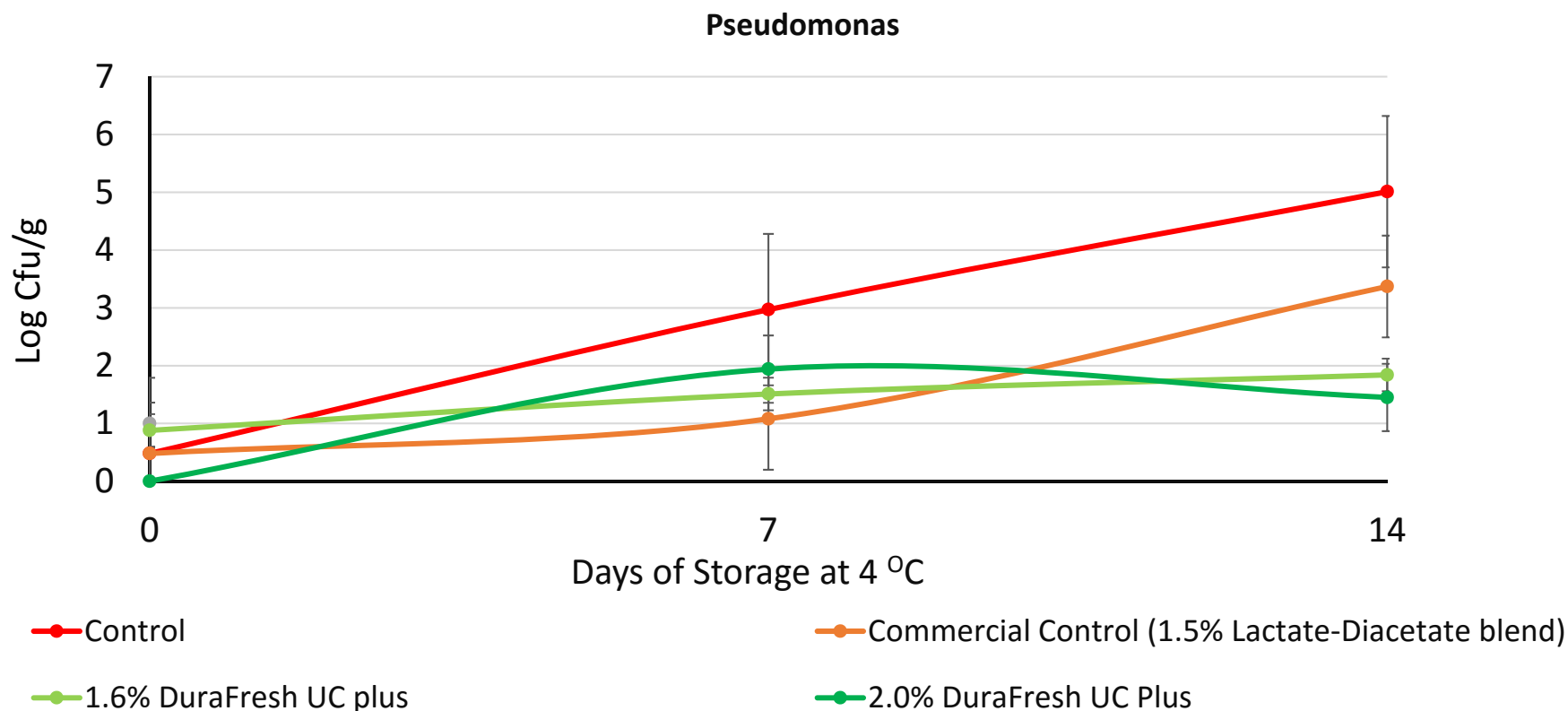
# Inhibition of Spoilage in fresh chicken



Chicken breasts vacuum tumbled with brine (0.75% salt, 12% pick up)



# Inhibition of spoilage in fresh chicken



Chicken breasts vacuum tumbled with brine (0.75% salt, 12% pick up)

# Conclusions

- Studies demonstrate that DuraFresh™ UC offers
  - ✓ Inhibition of *Listeria monocytogenes* in a high moisture and low sodium uncured deli-style turkey for 14 weeks of storage at 4 °C.
  - ✓ Inhibition of spoilage and extend the shelf-life of fresh chicken



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# Thank you!

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