

## INNOVATIVE CULTURES FOR NEW APPLICATIONS

Food cultures from BITEC® are state-of-the-art

**One of the most important goals for the food industry is to produce safe food, maintain good taste over a long period of time and avoid food waste. This is why food cultures are also playing an increasingly important role in non-fermented foods.**

### Fresh bio protection for improved safety

This method is based on the protective function of the desired and therefore “good” bacteria. Food cultures have a competitive advantage and thus suppress undesirable spoilage bacteria and pathogenic germs, not only for Frankfurters or fresh minced meat products such as salsiccia fresca, merguez, bratwurst or cevapcici. The well-thought-out use of the right cultures also helps in the production of sliced products, ready-to-eat fish products as well as salads, dips and spreads.

- **BITEC® B FRESH** is suitable for fresh minced meat products, salads and spreads and ensures more freshness and better taste over a longer period of time. In addition to its effectiveness against the growth of *Listeria monocytogenes*, *Pseudomonas* and *Enterobacteriaceae*, BITEC® B FRESH is an impressive natural clean label solution.
- **BITEC® VEGAN SAFE** provides protection for fresh meat analogues based on plant proteins and standardizes the microbiota right from the start. BITEC® VEGAN SAFE prevents spontaneous germs from growing and improves color maintenance beyond the best-before date. It is freeze-stable, and its marketability is guaranteed by its declaration as a food culture.
- **BITEC® B SAFE KNACK** stands for food safety and better taste for small-caliber cooked sausages - even over a longer period of time. BITEC® B SAFE KNACK provides effective protection against the growth of *Listeria monocytogenes* and can be used as a natural clean label solution for a wide range of applications.

### BITEC COTTO® – patented technology for nitrite replacement

With the new patented BITEC COTTO® technology, cooked like cured meats and cooked sausage products can now be produced entirely without the addition of nitrite or nitrate. Nevertheless, the end product still has the characteristic sensory properties, full curing aroma and typical, attractive appearance of cured products. The innovative BITEC COTTO® not only achieves very good results for a wide range of calibers and products, it also follows current food trends and the increasingly important positive health aspect.

NovaTaste will be presenting the following products at IFFA 2025:

### Food cultures for more safety and full flavor

- Nitrite-free cooked ham with BITEC COTTO®
- Poultry Frankfurter sausage with BITEC® B SAFE KNACK
- Tasting plate with turkey ham, cheese and salami with BITEC® starter culture

NovaTaste **Hall 11.1, Stand C41:**

Pictures: <https://pictures.novataste.com/fotoweb/albums/Z4j5R9XEjmyHTmv-6Vut8OegWLiAKdRItsPgA/>