

POULTRY DRIVES SUCCESS

NovaTaste presents exciting new products at IFFA 2025

Our eating habits are constantly changing. We are curious to see where the journey will take us, and which innovations will end up in our shopping baskets and cooking pots next. What is currently in demand is what is affordable, tasty and has a positive impact on the environment and health.

All signs point to poultry

Nutritious, high in protein, low in fat and inexpensive - poultry meat meets many of today's demands. Chicken, turkey and co. have a lot of potential that is worth focusing on now. Those who offer premium meat while adhering to animal welfare standards, emphasizing naturalness and freshness, and avoiding the use of hormones and antibiotics in farming are on a promising path.

A huge variety today

From ham to bratwurst and sausages to salami, there are now numerous specialties that promise light enjoyment with poultry meat. Burgers and balls are always well received, and snack products such as bites and toppings, such as fillet strips on salads, are also on the rise. Curry, pesto and the like - combined with poultry meat - bring new flavors to the table.

How practical

Poultry is also in demand in the convenience sector. New convenient formats, which combine several different snacks in one package, are very popular. In terms of taste, ready meals can be enjoyed around the world - from Italy to Thailand, from India to China - but without forgetting the preferences of local food culture. The quality of regional ingredients is appreciated, both in home-style cooking and in international dishes.

NovaTaste is the ideal partner when it comes to solutions for poultry products:

Taste

- Spices, spice extracts, flavorings, spice blends, seasonings, decors

Functionality & texture

- Binding, cuttering agents, emulsifiers
- Color maintenance, colorants and coloring foods
- Shelf-life extension, preservation, antioxidants
- Texture improvement: Proteins, fibers, starches, hydrocolloids

Special technologies

- Food cultures with protective properties, starter cultures
- e.g., clean label, salt reduction, yield improvement, syneresis inhibition, Deco Quick®

NovaTaste will be presenting the following products at IFFA 2025:

Meat products

- Poultry Frankfurter sausages
- Turkey ham with smoked casing
- Turkey ham Deco Quick®

Convenience products

- Crispy Chicken Skewer with dip sauces
- Chicken Bowl Masala

NovaTaste **Hall 11.1, Stand C41:**

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