

# FOOD STORIES

NUMBER 1

SEPTEMBER - OCTOBER 2020



**Colin** ingrédients  
LA SOLUTION CULINAIRE

*diaf*  
THE CULINARY SOLUTION / food



## FALL 2020 WILL BE RESOLUTELY **CLEAN** !

The trends that began in the last 12 months have been confirmed with the upheavals related to Covid. Consumer expectations are expressed in the search for TASTE, AUTHENTICITY and SENSE.



According to Protéines XTC, the pleasure of taste is a major component in the choice of a food product. Nearly 50% of the innovations launched worldwide are mainly based on this approach.

Colin Ingredients - Diafood has fully integrated these trends into its developments and presents its range of **PURE MEAT CONCENTRATES AND PURE COOKED CONCENTRATES**. Simplicity and naturalness at the service of taste: this is a promising recipe!

DISCOVER OUR RANGE OF  
PURE CONCENTRATES WITH  
A SPECIAL OFFER



## TRENDS

# PURITY AND NATURALNESS AT THE FOREFRONT

Consumer expectations of food products are complex. Once the demand for taste has been satisfied, other drivers come into play, such as simplicity of composition, origins and locality, vegetal, organic, and of course price...

For this **FOOD STORIES N°1**, we will pay particular attention to 2 of these expectations:

### A FEW FIGURES:

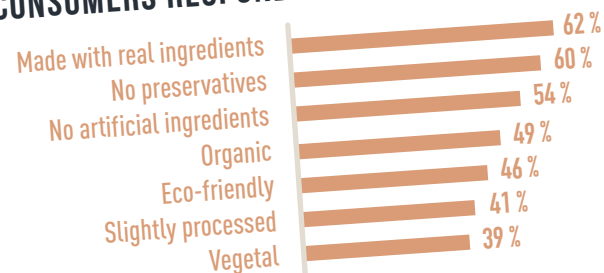
**-15%**

A SHARP DROP IN THE  
NUMBER OF INGREDIENTS  
IN RECIPES IN 4 YEARS

**94%**

OF CONSUMERS WORLDWIDE  
ARE LOOKING FOR PRODUCTS  
WITH NATURAL CLAIMS

TO THE QUESTION "WHAT DOES «NATURAL» MEAN FOR YOU?"  
CONSUMERS RESPONDED:



Source: GlobalData 2019

## 1 TASTE INTENSITY

It is a natural addition to our PURE CONCENTRATES range. There is a trend towards strong and natural tastes.

**"The use of ingredients with a strong, powerful taste is developing. Tastes that can be segmenting. You either like it or you don't."**

Source: Protéines XTC

## 2 CLEAN LABEL

A concept that goes far beyond the absence of additives. It reflects a more global desire for transparency, understanding of ingredient lists and simplification of formulations.

What is a ClearSolutions ingredient at Colin Ingredients – Diafood?



- without additives (for a consumer ingredient list without "E")
- without flavour enhancers, only based on "natural flavours of"
- based on natural ingredients with colouring properties
- free of hydrogenated fats
- without palm oil



This regulatory and technical intransigence allows clear labelling for total transparency of product composition.



DISCOVER OUR RANGE

# PURE CONCENTRATES

Colin Ingredients has designed and developed the **PURE CONCENTRATES** :

A real innovation in the ingredients field by concentrating the noble substance of the raw materials. Based on the slow drying of concentrates under vacuum at low temperature, this exclusive process naturally preserves the essential taste and colour of meat and other ingredients.



Intensity  
of TASTE

NATURAL  
INGREDIENTS



Excellent  
solubility for hot  
and cold use

100% CLEAR  
SOLUTIONS  
NO PRESERVATIVES



No ultra-  
refined  
ingredients

PURITY  
OF FLAVORS  
CLEAR NOTES



CONSUMER  
EXPECTATIONS  
FRIENDLY



Always at the forefront of innovation, Colin Ingredients has developed a new technology for drying its meat concentrates.



UNTIL NOVEMBER 30, 2020

## SPECIAL OFFER

# -5%

ON THE WHOLE RANGE  
OF PURE CONCENTRATES

contact your sales representative  
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## PURE MEAT CONCENTRATE

They naturally bring meaty notes to many recipes for hot or cold sauces, ready-made meals, burgers, etc.



### BEEF EXTRACT

Ref 604031143  
Meat origin: Brazil  
100% beef



### BEEF CONCENTRATE

Ref 604031151  
Meat origin: EU  
94% beef  
6% salt



### POULTRY BROTH CONCENTRATE

Ref PF01697C  
Poultry origin: France  
100 % poultry broth

## PURE COOKED CONCENTRATES

They naturally bring a cooked and gourmet note to your recipes!



### COOKED BEEF CONCENTRATE

Ref 231N2004  
Meat origin: EU  
Notes of Bourguignon type



### CHICKEN WITH ROASTED NOTES CONCENTRATE

Ref 034N2002  
Poultry origin: France  
Typical roasted poultry roundness



### COOKED VEGETABLES CONCENTRATE

Ref 231N2003  
A velvety, gourmet spirit with a hint of bouquet garni



### COOKED FISH AND SHELLFISH CONCENTRATE

Ref 231N2005  
Nice balance between flesh and shell notes



### COOKED LOBSTER AND SHELLFISH CONCENTRATE

Ref 231N2006  
Intense and rich lobster note, an exceptional flavour!



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THE CULINARY SOLUTION

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