

inside

NEWSLETTER

Q4 2021

EDITION #01

INSIDE INFORMATION

WHO IS SCelta INSIDE?

Always been curious about the team behind Scelta Inside? We give you a look behind the scenes and proudly introduce our team, vision and location.

[READ MORE >>>](#)

LET'S TALK ABOUT

PLANT-BASED

Did you already know that our umami products masks the off-taste of plant-based proteins? Experience it yourself by ordering our test & tasting box!

[READ MORE >>>](#)



WE BELIEVE THAT FOOD
CAN BE **DELICIOUS**
AND **HEALTHIER**
AT THE SAME TIME



SCelta **INSIDE**

NATURAL UMAMI INGREDIENTS

ABOUT OUR **NEWSLETTER**

With this newsletter, we would like to give you a quarterly update on the most important internal and external news. We will make *Inside Information* a recurring theme in the next editions, but each time with a different, new interpretation. Within the theme *Let's talk about*, an application or product group will be highlighted, with background information and the solution we can offer!

Some know us better than others, and for some, what we are doing is self-evident, while for others it is still new! We would therefore like to present in a nutshell who we are, where we are located and what drives us to make a difference in the food industry!

WHO IS **SCELTA INSIDE**?

Today, consumers are increasingly aware of what they eat and how it affects their health, which drives the need for cleaner and clearer labels. Our unique source, the white button mushroom, can help you achieve this and at the same time keeps a tasty profile. The strong umami in our products is the base for natural taste enhancement.

Our Scelta Inside team is experienced in supporting product developers and R&D teams with applications on topics like to natural taste enhancement, salt reduction, bitter masking, value engineering and create clean label.

Mushrooms contain many different nutrients that are valuable to people's lifestyle and diet. Our parent company, Scelta Mushrooms has known this for many years. The Scelta businesses produce a wide range of mushroom centered products for the global food industry.



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OUR THREE **PRODUCT RANGES**



Our **Scelta Mushroom Flavours** give your dish an intense, well-balanced mushroom taste and aroma with meaty and earthy notes.



The **Scelta Taste Accelerators** are developed to modify or increase the intensity of the perceived taste in various applications.



Within the **Scelta Umami Solutions** range we combine taste enhancement with functional performance to balance your dish.



ABOUT OUR **OFFICE**



Brightlands

Knowledge crossing borders

Since 16 December 2019, we have been based at the Brightlands Campus Greenport in Venlo (the Netherlands), a beautiful place where a lot is happening. Here we are among other companies that, like us, are engaged in healthy food and innovation!

ABOUT OUR **INSIDERS**



BART BAKKER
MANAGING DIRECTOR

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JUNIOR MARKETEEER

ERIK BONGERS
MARKETING MANAGER

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APPLICATION TECHNOLOGIST

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CUSTOMER SERVICE COORDINATOR



PLANT BASED - FUTURE PROOF

The consumption of plant-based products is growing strongly. People all around the world embrace the vegan trend and are more aware about what they eat. The industry is jumping on it and you can see vegan product introductions taking up to 25% of all product introductions. This market is booming. New techniques are improving textures of plant-based meat, but especially on taste there are still some challenges.

THE MAIN CHALLENGES

1) TASTE

PLANT PROTEIN OFF-TASTE

- RESULTING IN HIGH DOSAGE OF HERBS & SPICES
- RESULTING IN HIGH DOSAGE OF SALT

MISSING MEATY FLAVOURS

- RESULTING IN USAGE OF SMOKEY FLAVOURS
- RESULTING IN USAGE OF CARAMEL (HIGH SUGAR)

2) TEXTURE

PLANT-BASED PROTEINS ADD DRYNESS TO A PRODUCT

- RESULTING LESS JUICINESS
- RESULTING IN AN ASTRINGENT FEELING



3) CLEAN LABEL

PLANT-BASED PRODUCTS CONTAIN OFTEN A LONG LIST OF INGREDIENTS

- RESULTING IN E-NUMBERS
- RESULTING MISUNDERSTANDING THE NATURELNESS OF PLANT-BASED

OUR SOLUTIONS

Plant-based proteins which are often applied are wheat, soy, peas and faba beans. These products have a typical, bitter off-taste. Our Scelta Taste Accelerator (STA) makes it possible to enhance the overall flavour profile on the one hand and mask the off-taste of plant-based products on the other!

| | PLANT BASED PROTEINS | PROPERTIES | MOST IMPORTANT GOAL |
|---|--|--|--|
|  | Texturized soy and wheat protein | Typical soy or wheat taste, neutral, very often used in plant based applications | Taste enhancement: add more savoury and meaty taste to, for example, vegan burgers |
|  | Texturized pea and faba bean protein | Strong off-taste (typical pea or faba bean), long-lasting off-taste, bitter | Off-taste masking: increase the taste profile and mask the off-tastes |

5 different ways the addition of our **Scelta Taste Accelerator brings benefits to plant based applications:**

- 1) **Taste enhancement:** the umami power of STA brings a full, round, long-lasting and meaty taste to meat replacers.
- 2) **Masking off-taste:** STA masks the off-taste of pea and faba bean and enhances the total flavour profile.
- 3) **Value engineering:** STA enhances the overall taste profile and spices, by this spices blends and costs can be reduced.
- 4) **Salt reduction:** reduce salt up to 50% and remain the same desired taste profile.
- 5) **Natural/clean label:** STA is a natural alternative for artificial taste enhancers like MSG and yeast extracts.

**DO YOU WANT TO EXPERIENCE THE EFFECT OF OUR
SCELTA TASTE ACCELERATOR BY YOURSELF?
CLICK AND REQUEST A FREE TESTING SAMPLE!**

**REQUEST OUR TEST & TASTE
PLANT-BASED SAMPLE HERE**



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**TRY AND EXPERIENCE
IT FOR YOURSELF**