



## IFFA 2019: RAPS TO SHOWCASE COMPETENT SOLUTIONS FOR MEAT INDUSTRY AND BUTCHERY TRADE

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28 February 2019 - Under the heading "German heritage – worldwide expertise" RAPS GmbH & Co. KG will be pioneering both flavour and technology at IFFA 2019 in Frankfurt and presenting a wide range of functional additives, compounds and culinary seasonings (hall 12.1, stand C61).

Customer proximity, raw material competence and technological know-how characterize RAPS' tailor-made product offerings, including numerous new developments such as next-generation injection brines for cooked hams. Easily combined and supplemented to make a subtle difference, the **new RA-LAK injection brines** have a relatively neutral yet finely spiced profile and are a perfect complement to the newly developed LAK-TOP seasonings. Providing a multitude of interesting flavours, both ranges are sure to excite!

In addition to flavour, sustainability is key for RAPS. As such, as well as organic cooked ham products, the company offers a **specially developed VLOG-approved injection brine**. Another example is the **pH value regulator**, which is used in various powdery RAPS injection brines and ensures optimum succulence and slicing consistency.

Visitors are invited to taste exquisite French Jambon Supérieur, trendy coffee ham and hearty poultry ham, for example, and make their own sensory judgements about the variety of regional, international and new flavours.

In the convenience food sector, RAPS offers a large selection of **first-class seasoning blends and ingredients**, including novel smoked spices, seasoning marinades, dip sauces, natural antioxidants as well as natural freshness preservers and functional binding compounds.

The **extensive FRESH LINE range** can be used to create or refine individual recipes with authentic flavour profiles without the need for preservatives. In response to consumer demand for high-quality products that are quick to prepare, RAPS will be showcasing easy-to-process semi-finished and ready-to-eat products at the trade fair. Among the products that can be tasted are Sous Vide cooked bacon, pieces of pizza, pulled turkey, juicy nuggets and burger patties.

In addition, RAPS will also present in-demand technological solutions, such as **STRONGTEX and STRONGHELP**. These structural enhancers for the cooked sausage market provide optimum bite and consistency.

Managing Director Mr. Florian Knell said, *“It’s well known that RAPS stands for exquisite raw materials of the highest quality, freshness and technological know-how. We’ll be demonstrating at IFFA how we can address these issues with great technological competence in the form of convincing concepts that benefit both butchers and meat producers. With high-quality products that comply with both national and international standards and often exceed regulatory requirements, we offer a variety of ways to satisfy the demands of increasingly demanding, price-sensitive clientele.”*

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