

Walluf, April 2016

## Into the future with innovations

**Walluf, April 2016** – Beginning of May 2016, IFFA - the international leading trade show for meat processing - will take place in Frankfurt/Main (Germany). VAN HEES will exhibit on this trade show in hall 4.0 booth B11 using the slogan "INNOVATION MEATS TRADITION". VAN HEES will come up with various innovations which will be presented in 4 areas:

## INNOVATION MEATS TRADITION

An exciting and versatile IFFA is coming up and VAN HEES welcomes their guests in Hall 4, Stand B11 with a visual highlight ...

### DETECT & PROTECT

The aim of this innovative "DETECT & PROTECT" approach is an optimization of all product parameters to develop a customized and product- and customer specific solution. In addition to the primary objective of food shelf life and safety, it is aimed to maximize product quality and realize an optimization of manufacturing costs.



### PURE TASTE

"PURE TASTE", another competence at VAN HEES, not only on the IFFA 2016. Our special expertise in taste is presented with the assortment of spices, blended spices, marinades, sauces and flavorings. Every ingredient makes meat products a delicacy. Many additives also have a positive effect on taste. Contact us at our IFFA stand to receive new technological solutions.

### MEAT LIKE

Many innovations from our company are based on the desire for vegetarian or allergy-free foods that are free of added glutamate or preservatives. We already offer a variety of technological solutions and products that enable our customers to be ahead of their competitors.

### LESS IS MORE

## Press release

"Less is more" - a trend that focusses on the reduction of ingredients in food, such as fat, sugar and salt as well as ingredients, such as glutamate, gluten, allergens or preservatives. VAN HEES has developed new solutions for the production of meat products, tackling this trend. These products will be introduced on IFFA 2016, stand B 11 in hall 4.0.

### **about VAN HEES:**

For more than 65 years, VAN HEES has been producing high-quality additives, spices, spice blends, convenience products and flavourings for use in meat processing and the manufacture of meat products. These products are used and loved by entrepreneurs and major companies alike.

Back in the 1940's, Kurt van Hees recognised the advantages of using food phosphates when processing meat. As a pioneer in the field, he founded VAN HEES GmbH in 1947 and went on to develop numerous well-known and patented additives. From the beginning, VAN HEES has focused on innovative products and state-of-the-art technology.

The medium-sized, family-run company now employs more than 400 staff, and sells its products and solutions to national and international customers.

Today, VAN HEES products are delivered to more than 80 different countries, and the company's expertise in modern meat processing is taught via training courses and seminars to customers around the globe. A strong customer focus, flexibility and reliability combined with an innovative, responsible business approach are the principles guiding VAN HEES – we know how.

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