

Food Freshly Brings Natural Flavour To Domestic Food Preservatives Market

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With the entry of Food Freshly in Indian market, the food processing industry has been provided with another economical option to preserve their products without any damage to their quality and taste. The company has tied up with the Horticulture Produce Management Institute (HPMI) to market their product in India.

Talking to The Financial World, president, HPMI, Dr S Yadav revealed, "A lot of inquiries have been generated so far about the product. We are expecting that Food Freshly natural preservatives concentrates would do well here as the

culture of convenient food is catching up in the country."

A Germany-based company, Food Freshly's natural concentrate preservatives

can be used mainly for potato-peeling, apple-peeling and fruit, vegetables and salad processing lines. The application of this technology does not cost more than Re 1 per kg. It increases the shelf life of peeled and cut fruits and vegetables by eight to 10 days. Moreover, Food Freshly prod-

ucts, which are natural, need no declaration.

The Food Freshly natural preservatives concentrates have been patented in 38 countries. After getting good response in Europe, the company is now eyeing the Indian market.

Incidentally, a non-resident Indian from Punjab, Mr Sukhdev Singh, Managing Director, owns the company. Sukhdev Singh started this venture in 1994. Initially, it was a small idea for preservation of fruits,

vegetable, salads and potatoes. Later, it was enhanced to a patent level.

Talking of the reason for its popularity, Mr Yadav said, "With increasing number of working women in the country, especially in the metropolitans, nobody wants to wash and cut vegetables and fruits. So there is a great demand for peeled and cut vegetables and fruits in the market. Presently, the ready-to-eat and ready-to-cook fresh vegetable and fruits available in the market are chemically treated (100 per cent sulphur treatment). With Food Freshly, foods can be preserved for longer period without any loss in their natural flavour and there is no need of

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using chemicals that require declaration." Talking of the products, Dr Yadav said, "There are three products of Food Freshly, namely K plus, O plus and S plus. The K plus protects against fast-acting bacteria in the more or less damaged membrane cellular walls, depending on the peeling system used and can also replace all sulphite-So2 compounds. This is an anti-oxidation agent meant to prevent enzymatic and bacteriological process such as change in colour of fruits and vegetable after peeling and cutting (brown and blue). K plus also suppresses thermal, non-enzymatic discolouring