

'Take out the meat, not the texture.'



## PerfectaSOL® by Avebe

A clean label binding and texturizing potato protein for plant-based whole-muscle chicken and beef strips, both for cold and hot consumption. Ideal vegan binder in combination with Powerheater<sup>TM</sup> technology.

## PerfectaSOL® S 200 in wholemuscle plant-based meat provides:

- Real meat-like structure and texture
- Unique gelation upon heating
- Excellent binding and cohesion
- Vegan alternative for egg white
- Outperforms methylcellulose
- Excellent processability
- Easy to use as a dry ingredient or in emulsified form

Free-from allergen labelling\*

\*if following EU labelling legislation•

## Making a world of difference together.

The consumer demand for meat products with a clean label claim is rising.

43% Clean label



32% Plant-based



Vegan



20% Vegetarian



Source: Innova Database

Product claim as a percentage (%) of total launches within plant-based meat (2021)

Plant-based meat market expanding and will continue to grow.



**Western European** & North America volume share **77%** 

Source: Euromonitor / Innova

The Powerheater™

plant-based formulas

meat-like texture.



Global volume

CAGR% 22 - 26+ 11%

**Global product** launches

> CAGR% 16 - 21 +17%

technology enables the transformation of simple, into products with a very





Avebe's products are backed by skilled technical staff who are happy to assist you. More information on Powerheater™ technology at www.sourcetechnology.dk



