

Veal Creations - Veal made Convenient



VEAL CREATIONS

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clean label

Clean Label

CLEAN LABEL

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1200 x 1200 - ingredients



Yes, we are!



GO CLEAN LABEL™



your guide to clean label™





Importance of Clean Label



Consumers increasingly demand for sustainable, healthy foods with recognizable ingredients

The most important trend for in the field of food and beverages is: *Clean Label*

Consumers want 'back to basic' and are looking for products with less additives.

This emerges from research by [Innova Market Insights](#). The growing demand for clean label products is according to [TNO](#) due to the increasing demand for more sustainable, healthy foods and recognizable ingredients.

What exactly is meant by clean label? Today there is no legal definition, the EU law only provides rules on labelling and consumer deception. Frequently mentioned elements are recognition of the ingredients from domestic use, no chemical names and a limited number of ingredients on the label.

Our Competition or NOT?

Porc schnitzel: from one of our dutch competitor ...

82% varkensvlees, water, stabilisatoren (**E451, E262, E450**), paneermeel (tarwe (gluten), rogge (gluten)), aroma's (tarwe (gluten), soja, smaakversterker (**E621, E627, E631**), zout, lactose, melkeiwit, gehydrolyseerd eiwit (plantaardig soja-eiwit), gemodificeerd zetmeel, tomatenpoeder, zetmeel (zetmeel), verdikkingsmiddelen (**E401, E412, E415**), Eigeelpoeder, glucosestroop, specerijenextract (specerijenextract), conserveermiddel (**E211**).

Please, do not translate the ingredients, just note the **ten E numbers** inside this recipe



Veal Cotoletta Milanese: our recipe

Veal meat 70%, pasteurized MILK, yoghurt cultures, sugar, sea salt, lemon juice
Breading: Wheat flour, modified starch, rapeseed oil, yeast, salt, spices



A complete range “Clean Label” veal products



5 Nominations for SIAL Innovation Award 2018



ALL NATURAL INGREDIENTS • CLEAN LABEL • GMO FREE

OVEN & AIRFRYER READY

VEAL & AUBERGINE



NO ARTIFICIAL COLORS, FLAVOURS & INGREDIENTS

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VEAL & SPINACH

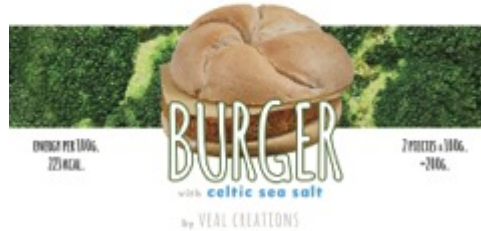


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VEAL STEAK



NO ARTIFICIAL COLORS, FLAVOURS & INGREDIENTS





Press Release

VEAL CREATIONS & FOODSTAGE

DUTCH PAVILION, HALL 6, STAND L179

Having achieved five nominations for the SIAL Innovation Awards for their veal and beef products, Veal Creations and Foodstage are home to a wide range of innovative clean label and convenience products, including Veal Meat, Veal Vegetable, and Breaded Veal.

Veal Creations' hybrid clean label Veal and Vegetable burger is available in four different flavours, Aubergine, Natural, Broccoli & Spinach, with the aubergine variety nominated in two SIAL Innovation categories.

Elsewhere, Foodstage's giant Urban Share Steak Burger (Beef & Veal) has been nominated in three different categories.

All products use traditional Italian recipes, authentic flavours and homemade quality.

ALL NATURAL INGREDIENTS • CLEAN LABEL • GMO FREE

OVEN & AIRFRYER READY

VEAL & AUBERGINE



ENERGY PER 100g,
25 kcal.

BURGER

2 PERCENTS + 100g,
~200g.

with **grilled pepper** & **grilled onions**

by VEAL CREATIONS

NO ARTIFICIAL COLORS, FLAVOURS & INGREDIENTS

Visit Veal Creations & Foodstage at Hall 6, Stand L 179, or contact Veal Creations at info@vealcreations.com and Foodstage at sales@bestmeat4you.com.



VEAL
CREATIONS





SIAL 2018 - Paris



VEAL CREATIONS & FOODSTAGE GALLERY



Dutch masters: Veal Creations & FoodStage

Product Range



Breaded

- Cotoletta Milanese
- Veal Steak burger
- Veal Steak&Vegetables burger Broccoli/Aubergine/Spinach/Vega
- Veal Chips Natural/Paprika/Lemon Basil
- Veal Polpetta Natural/Paprika/Lemon Basil

Naturale

- Veal Steak burger
- Veal Polpetta Natural/Paprika/Lemon Basil
- Scalopinna Saus zelf toevoegen

Cooked Veal products to be completed with your own sauce



What's up next?

- New flavours Veal&Vegetables burgers
- New flavours Polpetta coated & naturale
- Some more coated chips & naturale

- Exclusive editions for special customers on request

Why Crispness?



Emotions with Crispy Breaded Food

Emotions

- Comfort food
- Nice, pleasure
- Makes you feel happy
- Surprise
- Addictive
- Good taste
- Crispy
- Appetizing
- Children like it



How to traditionally prepare Crispy Breaded food

Requires a heat source



Involving fat, grease or butter..



..being soaked like a sponge into the product





1
Deepfrying



2
Airfryer

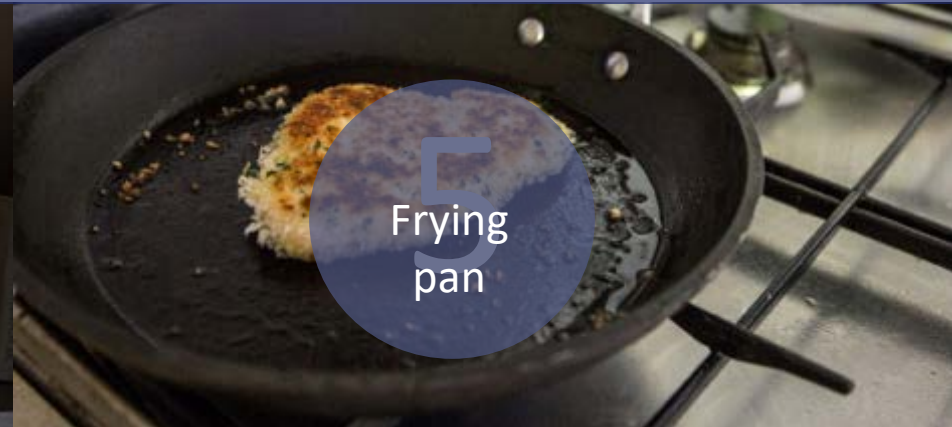


3
Oven

Basically, 5 different preparation methods



4
Microwave



5
Frying pan

Different cooking methods give different results



taste

- Flavour
- Crispness
- Texture
- Mouthfeel
- Sound
- Fattiness
- ...



convenience

- Ease of preparation
- Time of preparation
- Disposal of waste fat
- Smell
- Grease residues
- Cleaning Time
- ...



Health

- Nutritional qualities
- Calorie values
- Fat content
- Food waste
- E-numbers
- ...

What do Consumers think about Cooking methods



- Deep-fry / frying pan (Spain):
 - +/+ : Best Crispiness
 - /- : Inconvenient, unhealthy, expensive, ecologically unfriendly
 - Therefore (already) not used in UK, Germany and France



- Frying pan
 - +/+ : "OK" Crispiness, easy to use
 - /- : somewhat inconvenient (spattering), and time consuming (you have to stay with it).
Not suited for all products (Smaller snacks)
 - Most used in France and Germany



- Oven
 - + /+ : very convenient (put it on and go do something else)
 - /- : crispiness not very good, less control
 - Convenience is the overriding argument in the UK



- Microwave
 - /- : unacceptable for crispiness



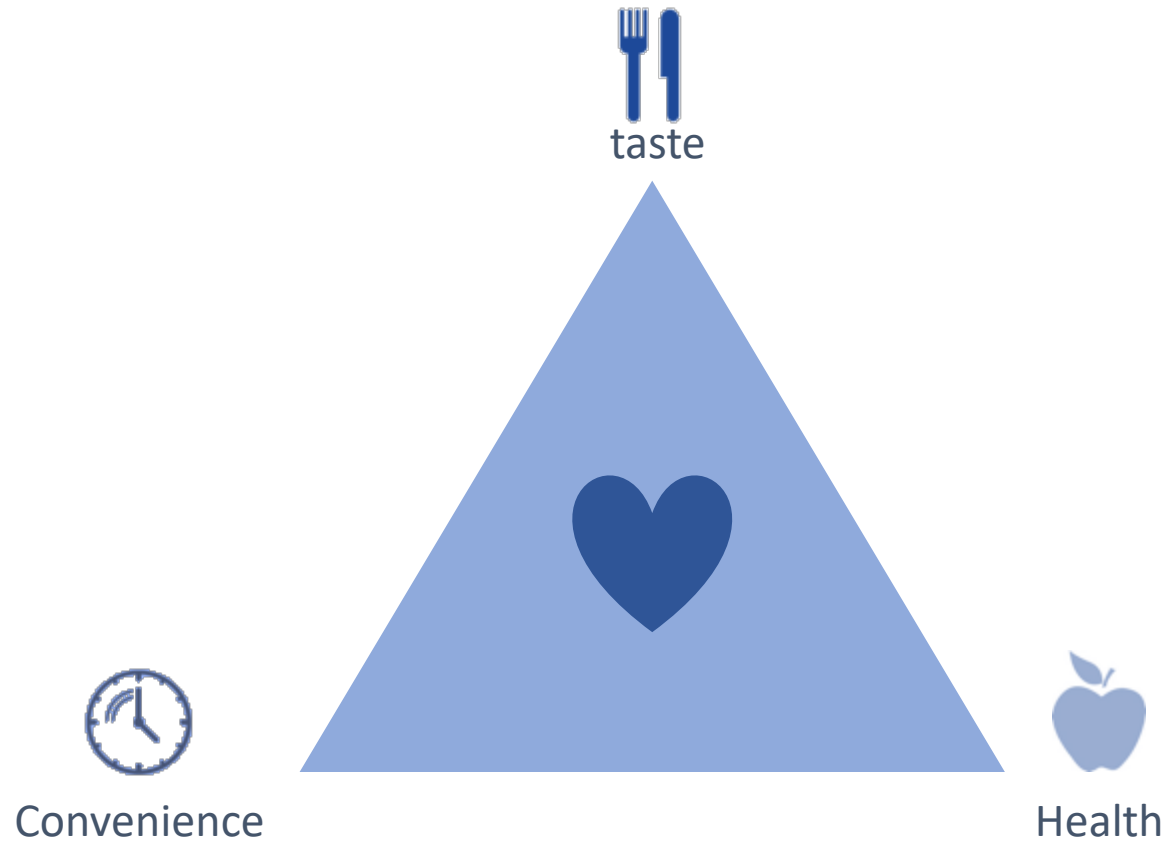
- Air fryer
 - +/+ : very convenient, faster than oven
 - +/- : crispiness ok
 - POSSESSION INCREASING

Veal Creations has developed special coating systems

Our Coating systems will always have a Deep-Fried Crispness when cooking in a:

- Oven
- AirFryer
- TurboChef or MerryChef
- Foodservice Oven
- Pan

Where is the Sweet Spot in Your business?



Sweet Spot in Foodservice



Health

- Oven preparation with deep-fry crispiness
- Lower fat uptake



Holding time

- Product will stay crispy after preparation for up to 3 hours under a heating lamp or holding cabinet
- No more Food waste



Very robust

- No bursting, no leaking, no discolouring → no oils to throw away
- Less waste, safety of staff

New Opportunity's in Foodservice



No deep-frying allowed or desirable

- New sales opportunities: Airports, Open air festivals, theaters, belt ovens



Food delivery

- No concessions, products will stay crispy



Pre-preparation for high peak sales

- E.g. during half time at stadiums, (movie) theaters

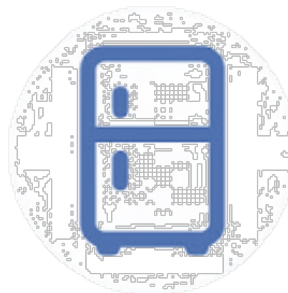


Health & sustainability trend

- Deep-fried quality crispiness out of a TurboChef or MerryChef (<1 min)
- Perfect coating for your veggie concepts

Suitable for Frozen and Chilled

- **Veal Creations** products can be sold both frozen and chilled.
- Chilled breaded products:
 - **Veal Creations** products have a 2 week shelf life, while maintaining crispiness when prepared in a Oven or AirFryer.
 - Traditionally breaded products: crust “soaks-up” the moisture of the content, leaving the crust soggy and the meat dry



Our Promise to our Customers


- Convenience, quick and easy preparation
- Health, Less fat uptake when preparing
- Product Safety, No leaking, No Bursting, No Discolouration
- Holding Time, remains Crispy and Juicy up to 3 hours in heated holding
- Crispiness, Authentic Crispy bite without using the Deep-Fryer
- Waste reduction, due to unique and quick preparation method

What can You Expect from us?

<i>Honesty</i>	<i>in producing, processing and pricing</i>
<i>Clean Label</i>	<i>Always</i>
<i>Loyalty</i>	<i>to You , to our partners and to all the customers</i>
<i>Innovative</i>	<i>Being the TREND, not following it</i>
<i>Motivated</i>	<i>to make better products than anyone else</i>
<i>Sustainable</i>	<i>Use as less packaging and energy as possible</i>

2019: Think outside the box...

VEGA
& Joy



A complete range of VEGAN
CLEAN LABEL products

& SOIA FREE

Eating Vegetables in a New Fun way

Concepts to Taste and to Discuss



A close-up photograph of two hands shaking in a firm grip. The hands are positioned in the center of the frame. The person on the left is wearing a dark suit jacket over a light blue and white striped shirt. The person on the right is wearing a dark suit jacket over a white shirt. The background is a light gray world map composed of small dots. Overlaid on the handshake is the text "Thanks a lot !" in a bold, yellow, italicized font.

Thanks a lot !