

AN INNOVATIVE  
APPROACH TO FLAVOUR



Quality you can taste

# Industrial Product Range



- ✓ ALL VEGETABLE
- ✓ ALL-NATURAL INGREDIENTS
- ✓ CHOLESTEROL-FREE
- ✓ NO ANIMAL CONTENT
- ✓ ALCOHOL FREE
- ✓ LACTOSE-FREE
- ✓ TRANS FAT-FREE
- ✓ FREE FROM THE 9 KEY ALLERGENS

AVAILABLE IN BEEF STYLE, CHICKEN STYLE AND VEGETABLE



- ✓ No Animal Content
- ✓ No Added MSG
- ✓ 99% Fat Free
- ✓ No GMO
- ✓ Gluten Free
- ✓ Cholesterol Free
- ✓ Trans Fat Free
- ✓ Lactose Free
- ✓ Concentrated: 18g/litre



## SUPERIOR CLASSIC RANGE

Superior Classic gives the user twice the yields of other products on the market thus allowing great savings.

The all-vegetable base of Superior Classic makes it suitable for ALL people regardless of dietary restrictions, lifestyle choices or religious beliefs, making it ideal for all occasions.

The handy powder formula is easy to use and can be added to any cuisine style to accentuate the flavour. Massel Superior Classic has a high yield of 18g per Litre.

## SUPERIOR PREMIUM RANGE

This is our retail powder recipe packed in bulk.

Massel Superior Premium delivers an excellent flavour profile which is vegetable based with no additives and no preservatives.

If you are looking for a product that delivers fantastic results with a no numbers recipe this is the product for you. It will enable you to produce great tasting products with a clean label.

Massel Superior Premium range is wholesome and full flavoured, designed to suit the most discerning chef. Massel Superior Premium has a high yield of 18g per Litre.



## SUPERIOR N.A.S RANGE

This product offers special features that allow the user to make products that cater to people with special needs – such as IBS sufferers and those suffering Fructose mal-absorption.

These features include: No Added Sodium, No Added Potassium, No Onion, No Garlic & No Numbers – all whilst maintaining the same claims as the rest of the range.

## CFS COMPLETE FLAVOUR SYSTEM

### What is a 'Complete Flavour System' (CFS)

Salt is not added in the manufacturing of CFS therefore allowing precise sodium control. CFS is extremely versatile: Suitable for the development of low sodium dietary foods, they can also be used as the primary base for formulating flavour boosters, stock powders, soup bases etc.

### Conventional component structure in product development

Salts + Fillers + Enhancers + Flavours + Spices + Oils = Standard Product

### Using MASSEL CFS for the same product development

CFS + Salt + Fillers = Standard Product

**Innovation** – Massel CFS leaves total control of sodium levels to the manufacturer. The elastic flavour profile of the CFS allows the manufacturer to personalise the final taste of the product by adding his individual flavouring touch.

**Cost Effective** – Massel CFS eliminates several conventional steps during production thus reducing costs. As all the essential ingredients are contained in the Massel CFS, inventory levels of materials such as flavours, fragrances, oils, spices etc are considerably reduced.

**Key Attributes** – No Added Salt: Allowing the manufacturer greater optimisation of the final product taste and control over the finished sodium level. High Yield: The suggested usage for the CFS range is 6g/lit. Compared to the average suggested usage for a traditional flavour booster or stock powder of 25g/lit. Massel CFS is 75% more efficient.

Versatility: With the simple addition of salt and a filler, 1 kilogram of Massel CFS can make up to 4 kilograms of the finest stock powder. Overseas Transport Costs: With the transport costs of one container, CFS will make up to 4 containers of flavour-booster or stock powder when blended in the manufacturer premises. CFS attract lesser duties being a pre-blend ingredient and not a finished product.



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