



FOR IMMEDIATE RELEASE

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Frutarom Reduces Acrylamide, Naturally

All-in-one solution for acrylamide, oxidation reduction

Frutarom Ltd., Israel—Frutarom Food Protection Solutions offers its all-natural, high-antioxidant solution for reducing acrylamides in heat-processed foods, decreasing oxidation and extending shelf life. Canadian food processors will find Frutarom Food Protection solutions at BSA (www.bsa.ca), now part of Frutarom group.

High-heat cooking can impart potentially carcinogenic acrylamides at levels that can exceed 1,000 ppb. As of April 11, 2018 new European Union legislation set new “benchmark” levels for the amount of acrylamide in foods for various products. Commission Regulation (EU) 2017/2158 of 20 November 2017 establishing mitigation measures and benchmark levels for the reduction of the presence of acrylamide in food.

Frutarom conducted tests on fried potatoes and other snacks applying its all-natural INOLENS 4 and SyneROX HT, tailor made formulations. Both formulations significantly reduced acrylamide concentration in the food matrices. The level of acrylamide was decreased by 60% in the snacks, and more than 90% in the fried potatoes. The research team noted that such high reduction levels are readily attainable for food applications that have very high levels of acrylamide.

The two formulations also significantly improved oxidative stability of snacks and fried potatoes, as indicated by hexanal levels. The performance of INOLENS 4 and SyneROX HT exceeded that of the synthetic antioxidant TBHQ, which is commonly used for frying oil stability improvement. Moreover, these formulations extended frying oil shelf life, also outperforming TBHQ.

“Using these natural formulations in baking, frying applications and other high-heat applications is an ‘all-in-one’ solution that reduces acrylamides while significantly slowing oxidation and rancidity of oils and fats and extending shelf-life,” says Ohad Cohen, General Manager for Frutarom Food Protection Solutions. “They are a preferred choice for ensuring compliance with the new regulations for acrylamide reduction. INOLENS and SyneROX have no impact on flavor, texture, or appearance.”



SyneROX and INOLENS are customized blends of rosemary oil and/or water-soluble extracts in powder and liquid forms, designed to enhance food quality.

“INOLENS and SyneROX portfolio are a natural and cost-effective solution to the acrylamide reduction challenge,” explains Dushka Dimitrijevic, Director of Technical sales and Applications for Frutarom Food Protection Solutions. “They’re heat-stable, easy to use, and have no negative impact on the sensory profile of fried or baked foods. They ensure significant reduction of acrylamides in food products.”

Frutarom Group’s Food Protection Solutions provides advanced, application-specific solutions based on natural extracts for food, pet food, cosmetic, and nutraceutical industries. Its extensive portfolio includes brands such as VivOX®, INOLENS®, AquaROX® and SyneROX®. These product lines have been complemented by the innovative SubSTAR and SubSTAR Complex portfolio for pet food and rendering applications. All of the Food production solutions are available at BSA, in Canada.

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