

OptiTender Marinade



What is it?

A clean label marinade that increases tenderness of meat and can help reduce long cook times

What it's for?

- Marinated and prepared beef and pork
- Ideal for value cuts of meat
- Tumble & Inject Applications

How does it work?

Works primarily on connective tissue and will not over tenderize meat

How is it different?



Greater cooking control due to narrow range of heat activation



Tenderized meat has natural texture and appearance



Flavor neutral



Consumer-friendly label, and not an allergen

Benefits

Increased Efficiency & Cost Optimization

Clean Label, USDA Natural*

Increased meat tenderness improves consumer appeal

No loss of functionality when incorporated into marinade

Reduction of cooking times in slow cook applications as much as 25%

validated by trained sensory panel

*Compatible with USDA Natural labeling on finished products

MARINADE FLAVOR PROFILES

OptiTender Vietnamese Style Lemongrass Marinade
OptiTender Citrus BBQ Type Marinade
OptiTender Smoky Au Jus Marinade
OptiTender Pork Carnitas Marinade
OptiTender Beef Fajitas Marinade

"Meat" is the category north America consumers have the highest concern (54%) being overly processed.

"Natural Ingredient" is the most important purchase decision factor when North America consumers shop for food.

(Mintel Global Consumers Sep 2024).

North America consumers have a **higher positive opinion of Kiwi Powder** compared to Papain and Bromelain.

(Griffith Foods North America Survey 2024)

39% of US and Canada consumers would like to see more pork products with more **tender texture** and **33%** are willing to pay more for it.

(Datassential 2024)

