



Phytocel™ Facts

- Phytocel™ is sugarcane with the sugar extracted
- Gluten-free | All natural | 100% Chemical free
- Allergen free | Not a sweetener | Non GMO
- Over 85% dietary fibre | Largely insoluble fibre
- Very high in phytonutrients due to natural processing
- Advanced, patented processing technology maintains whole plant cell integrity providing versatility, nutrients, functionality and other benefits without the negative aspects of other fibres and ingredients

Functional Ingredient with Multiple Benefits

- Binds & maintains water and oil in formulations
- Water management.
 - Retains more moisture than other fibres/fillers at cooked stage
 - Reduces moisture migration and loss at the chilled/freezer
 - Reduces syneresis, purge at defrost stage.
- Texture benefits.

**In all trials and blind consumer taste testings
a Phytocel™ inclusion is the preferred choice.**

- Juicier product. Moist & juicier longer, even after sitting and throughout freeze/refrigerate/thaw.
- Cooked product stability & integrity
- Cost savings

Application and Other Benefits

- Reduces fat
 - while maintaining taste and mouthfeel
- Reduces gums, binders, emulsifiers, preservatives
- Adds fibre & nutrients
- Reduces calories
- Clean label
- No E numbers

**See back for
Processed Meat
Application Benefits**

Processed Meat Application Benefits

- With all options cooking yield was increased
- In addition to yield increase, patty diameter increased
- Significant cost savings are realised
- Both pre-cooked and cooked
- Up to 20% savings is realistic with equal or improved product quality



Benefit Summary of Phytocel in Meat Product

Control	Before Cooking		Post-cook Losses		Price per Kg	
	Weight (Kgs)	Diameter (mm)	Weight (Kgs)	Diameter (mm)	Before Cooking	After Cooking
Mince Meat	1				\$ 7.00	\$ 9.04
Water	0.00				\$ 0.00	\$ 0.00
Phytocel™	0.00				\$ 0.00	\$ 0.00
Totals	1.00	100.00	0.774	74.6	\$ 7.00	\$ 9.04
			-22.6%	-25.4%		

1% Phytocel & 10% additional water	Before Cooking		Post-cook Losses		Price per Kg	
	Weight (Kgs)	Diameter (mm)	Weight (Kgs)	Diameter (mm)	Before Cooking	After Cooking
Mince Meat	0.86				\$ 6.23	\$ 7.93
Water	0.10				\$ 0.00	\$ 0.00
Phytocel™	0.01				\$ 0.00	\$ 0.00
Totals	1.00	100.00	0.788	74.6	\$ 6.33	\$ 8.03
Total Losses			-21.2%	-25.4%	Cost Reduction	
Benefit vs Control:			1.8%	0.0%	9.6%	11.2%

2% Phytocel & 15% additional water	Before Cooking		Post-cook Losses		Price per Kg	
	Weight (Kgs)	Diameter (mm)	Weight (Kgs)	Diameter (mm)	Before Cooking	After Cooking
Mince Meat	0.83				\$ 5.81	\$ 7.03
Water	0.15				\$ 0.00	\$ 0.00
Phytocel™	0.02				\$ 0.20	\$ 0.20
Totals	1.00	100.00	0.831	77.5	\$ 6.01	\$ 7.23
Total Losses			-16.9%	-22.5%	Cost Reduction	
Benefit vs Control:			7.4%	3.9%	14.1%	20%

- Measuring qualitative sensory properties the 1% inclusion scored much better than the control. Options with 2% inclusion were all equal to or better than the control.
- Juiciness, appearance, smell, texture, flavor, overall acceptability

See separate independent studies on request

For Further information please contact us:

T +61 (07) 4783 6853

KFSU LTD Producer and Marketer of Phytocel™

a. PO Box 973, Ayr, Queensland, Australia 4807

e. info@kfsu.com.au

w. www.kfsu.net

