

# MicroFox®

## Micro-ground spices

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For natural and unadulterated spice flavour

*The fine art of  
food refinement*

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**FUCHS**

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Taste Solutions



*More taste, more colour,  
more naturalness*

### MicroFox® - micro-ground spices

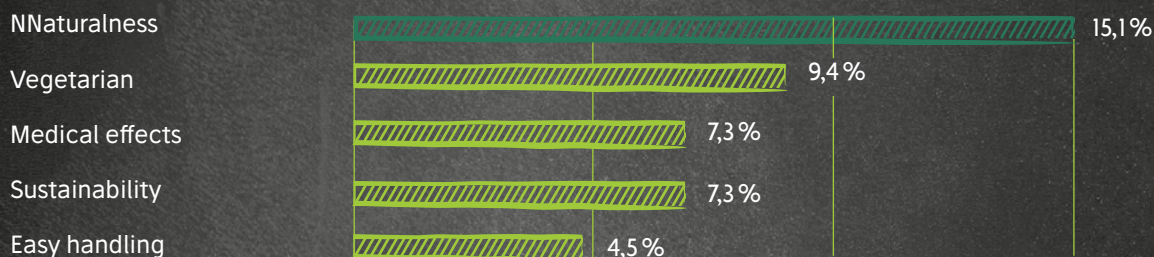
The refining and grinding of herbs has always been our core competence. Now we have succeeded in producing a range of micro-ground spices. Most of the products are  $<100\mu\text{m}$  ground, but at least  $<150\mu\text{m}$ . Conventionally ground spices are usually between  $300\mu\text{m}$  and  $800\mu\text{m}$ .

This ultra-fine grinding makes it possible to inject real spices into meat. Likewise, a significant increase in the upfront taste is possible, for example in crisps. Depending on the application, extracts used for colouring can be replaced by real, micro-ground spices.

### Megatrend: Naturalness

→ 15 % of all European food innovations fall into the category „naturalness“ - even ahead of the trend topics „vegetarian“ and „sustainability“.

→ Our MicroFox® products serve the high demand for natural products.



Source: XTC World Innovation Panorama (Food and Drinks, Europe, 2020)

Natural ingredients are important to more than half of Germans when buying processed meat products.

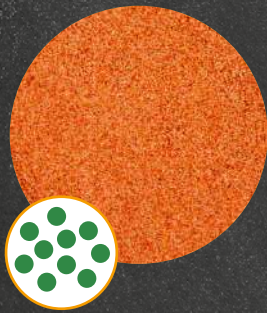
Source: Mintel GNPD, Ingredient Watch Report (2022)

**51%**  
want natural  
ingredients

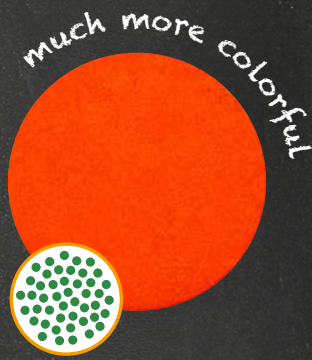




# Small, fine spices - big advantages



Standard paprika in  
snack seasoning



**MicroFox®** Sweet Pepper  
in snack seasoning



100 %  
Authentic  
Taste

## General advantages for all MicroFox® products

- ✓ 100 % natural
- ✓ Authentic, unadulterated spice taste
- ✓ Homogeneous distribution

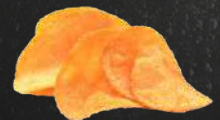
### Advantages with meat

- ✓ Injectable<sup>1</sup>
- ✓ More intense colour (paprika, turmeric, cinnamon)
- ✓ No visible particles<sup>1</sup>
- ✓ Real spices instead of extract



### Advantages for snacks

- ✓ More upfront taste<sup>2</sup>
- ✓ More intense taste<sup>1</sup>
- ✓ No visible particles<sup>1</sup>
- ✓ Can partly replace extracts



### Advantages for dairy products

- ✓ More intense colour<sup>1</sup> (paprika, turmeric, cinnamon)
- ✓ No visible particles<sup>1</sup>



<sup>1</sup> compared to standard ground spices

<sup>2</sup> compared to extracts and standard ground spices



# Diversity for the food industry



100%  
Authentic  
Taste

Product overview &  
applications



**FUCHS**  
Taste Solutions

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