

Keep it great!

with Vega™ FreshQ®



Vega™ FreshQ®

Help keep fermented plant bases great
and fresh for plant lovers

CHR HANSEN

Improving food & health

Keep it great! - Vega™ FreshQ® helps build and protect your plant-based brand

Including Vega™ FreshQ® culture in fermentation can benefit you in five distinct ways

- › **Take control**
Helps protect plant-based products against yeast and mold spoilage, delivering a more consistent and enjoyable brand experience.
- › **Stay fresh**
Helps protect and maintain the product quality throughout its shelf life and all the way to the consumer.
- › **Extend shelf life**
Helps improve production efficiency and extend shelf life without compromising on consumer demand for food without artificial ingredients.
- › **Keep it natural**
Helps meet consumer demand for real food without making unwanted additions to the ingredients list.
- › **Make it sustainable**
Helps entice today's ethical consumer by positioning the brand as more sustainable and by reducing food waste in a natural way.

Vega™ FreshQ® is food culture selected to help strengthen fermentation of plant-based products, providing better protection against the spoilage caused by yeasts and molds.



Bioprotection is a natural way to help protect against spoilage and harmful contamination in food.



Not only does bioprotection help you to keep your product fresh and safe, it also helps you to build and protect your brand!



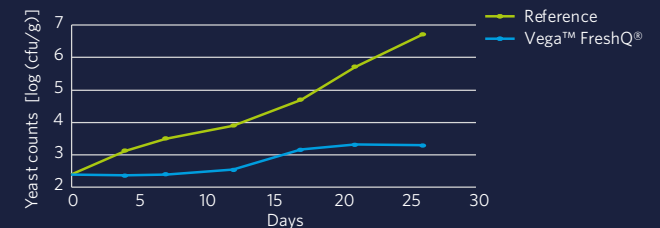
At Chr. Hansen, we apply our expertise in food microbiology toward identifying the best of the 'good bacteria' and employing these strains for bioprotection purposes.

Vega™ FreshQ® helps delay the growth of yeasts and molds in fermented plant-based products

Fermented plant base made **with and without Vega™ FreshQ®**

Photograph: Fermented oat base kept for 28 days at 7°C after inoculation with molds.

Graph: Growth of the yeast *Aureobasidium pullulans* (added at 50 cfu/g) in fermented oat base stored at 7°C.



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