

## **New Kalle Roasted Flavor casing**

### **A roasted flavor without the disadvantages of deep-frying**

Wiesbaden, July 21, 2017 – Meat and sausages don't actually need to be deep-fried to look and taste that way; they just need Kalle's new Roasted Flavor sausage casing. Roasted aromas and the distinctive "deep-fried" appearance are achieved without even touching a fryer. Instead, the flavor and the crust are infused through the Roasted Flavor casing straight onto the surface of the filling – in just one step. This considerably reduces the amount of time spent in production while making the product safer and avoiding the negative effects generally associated with deep-frying. These improvements save significant amounts of energy, eliminate the risk of fire that deep-frying poses, and make the acts of cleaning equipment and disposing of used fat obsolete. On top of that, there is no need to fear any of the usual risks that come with the act of deep-frying at high temperatures – not to mention the content of the frying fat itself. Around 15 percent of cooked meat products and their vegetarian variations currently found in supermarkets are deep-fried. The Roasted Flavor casing is suitable for all of these types of products, and it is already available now.

During the cooking process, the Roasted Flavor casing transfers its characteristic aromas and crust texture to the meat, cheese or tofu with which it has been filled. After that, the product is considered finished and can then remain in the casing until the package is opened. This step increases the safety of the product and means that manufacturers can guarantee consistent quality standards even if production takes place at different sites. Another drawback of deep-frying, the inherent shrinking of contents, is also avoided. After all, a deep-fried sausage can lose as much as 10 to 13 percent of its original weight!

"The Roasted Flavor casing offers sausage manufacturers significant competitive advantages: lower costs, greater product safety and more flexible planning thanks to preproduction," explains Gerd Ziemes from Kalle Group's Business Development division. "And last but not least, the use of Roasted Flavor casings also provides an opportunity to stand out from the competition, by representing an alternative to frying fat. Our developers have worked extremely hard here. They tested over 50 different ingredients and a very wide range of mixtures until they achieved the optimum roasted aroma and look of freshly fried products."

**You will find further product information here: [kalle.de/en/roasted](http://kalle.de/en/roasted)**

**Press photos:**

**Kalle Roasted Flavor casing:**

[http://wuelfing-kommunikation.de/wp-content/uploads/2017/07/Kalle\\_nalo\\_Roasted\\_Flavor\\_Huella.png](http://wuelfing-kommunikation.de/wp-content/uploads/2017/07/Kalle_nalo_Roasted_Flavor_Huella.png)

[http://wuelfing-kommunikation.de/wp-content/uploads/2017/07/Kalle\\_nalo\\_Roasted\\_Flavour\\_Huella\\_2.png](http://wuelfing-kommunikation.de/wp-content/uploads/2017/07/Kalle_nalo_Roasted_Flavour_Huella_2.png)

## **About Kalle**

The Kalle Group, based in Wiesbaden, Germany, is one of the world's leading suppliers of industrially produced sausage casings. In addition to its innovative value-added casings, Kalle is constantly developing new and customised solutions. With its functional ingredients and other complementary products, Kalle is a full-service provider to the meat-processing industry. On a daily basis, about 1,800 employees create value through innovation. Kalle is a strong brand in the US as well as in Western and Eastern Europe and is currently strengthening its presence in emerging economies.

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