



THE MEAT FLAVOR EXPERTS

INNOVA[®]

A Griffith Laboratories Company

INNOVATION

VALUE



EXPERTISE

CREATIVITY

PERFECT PRODUCTS FROM

Perfect Flavors



TECHNOLOGY

QUALITY



The logo features a dark blue background with several overlapping, semi-transparent circular shapes in various shades of blue. A thin, bright yellow line forms a large circle around the central text. The word "Creative" is written in a large, elegant, yellow script font.

Creative

FLAVOR SOLUTIONS IN

MEAT FLAVORS

HYDROLYZED VEGETABLE PROTEINS

SAVORY FLAVOR

ENHANCEMENT



Flavor Flexibility

INNOVA specializes in creating customized meat and savory flavors with unique signatures for a broad range of food applications. A division of Griffith Laboratories, INNOVA has been putting passion and creativity behind the unique science of high-quality branded and customized meat and savory flavors for more than half a century.

Our focus on continually providing the upper limits of taste engineering through imagination and innovation, backed by the finest quality and service, has earned us a reputation as the definitive leader in meat flavor technology. As a result, our custom creations are responsible for the bold and memorable flavors and tastes in countless foods and ingredients people around the world know and love.

Flavor Philosophy

The core tenants of INNOVA's flavor philosophy are quality, flexibility, creativity and value. These values ensure that each of our customers benefits from our comprehensive process from concept through development and delivery. This process allows us to draw upon a vast history of reaction flavor expertise and dedicated customer service to control every nuance of the final product and customer experience—while consistently meeting and exceeding expectations.

Uniqueness in tailor-made products!

Flavor Expertise

Food manufacturers, retail grocery, seasoning, industrial and foodservice market segments worldwide trust and depend on INNOVA to design and produce unique flavors for new food products and also enhance existing ones. Our team approach draws on the expertise of flavorists, food scientists, chemists, sensory specialists and market analysts—combining technical expertise with marketing trend insights to meet our customers' needs.





Rotisserie © Sautéed © Roasted © Broiled © Broth © Fried © Char-Broiled



ROBUST®

MEAT FLAVORS

Robust® | High-Impact Meat Flavors

Robust—INNOVA's full line of meat flavors designed to deliver performance and bold taste with the flexibility for all your application needs. For product improvements, line extensions, new products, custom requests and beyond, our team of flavor chemists and application specialists has the Robust answer.

Bold, hearty, smooth, subtle, INNOVA will design a Robust flavor tailored specially for you with the performance you require and a taste your customers are sure to savor. With Robust flavors, you have the option of using all natural, natural and artificial or artificial ingredients. Whatever your need, our meat flavor experts will work with you to create the quality flavor you desire, on time and within your resources.

ROBUST
OPTIMA

ROBUST
REPLICA

ROBUST
ULTIMA

Robust Optima™, Robust Replica™ and Robust Ultima™ are your creative flavor solutions for a variety of applications including soups, sauces, gravies, snacks, crackers, marinades, rice, pasta and noodles, frozen meals, canned foods, vegetarian applications, meat products and beyond.

Robust Meat Flavors reproduce the nuances of specialized cooking processes such as grilling, broiling, roasting, baking and more.

Ideal for a variety of endless applications!

Our vertical integration of Vegamine products (hydrolyzed vegetable proteins) ensures consistent quality and flavor, working as building blocks for some Robust flavor creations.

Robust Optima™ Optima is designed to reproduce the high-impact taste of specialized cooking processes. Our broadest range of flavor options, Optima provides the optimum flavor impact and economy when label flexibility exists.

Robust Replica™ Replica is a great meat flavor solution for vegetarian and other meatless applications, along with many Kosher and Halal applications. Flavors are designed to replicate the taste of beef, poultry, pork and other meats while remaining vegetarian!

Robust Ultima™ The ultimate appeal in clean labeling, when your food application requires the full flavor of beef, poultry, pork or other meats but labeling requirements are key—Ultima is the answer. These flavors contain No HVP, MSG, or I+G.

*Quality - The Innova
Advantage*

Ultra-CleanSM
by **ROBUST**
ULTIMA

Ultra-Clean by Robust Ultima™

Nothing Artificial. No Carriers: No MSG, No HVP, No AYE, No I+G. True Flavor Fidelity. Experience our complete line of Ultra-Clean meat flavors inspired by classic culinary techniques.



Slow roasted  Grilled  Braised  Smoked  and many more!





Soups Seasonings Snacks Main Meals Marinades Sprinkle-on Rubs Appetizers



VEGAMINE®

HYDROLYZED VEGETABLE PROTEIN

Vegamine is the benchmark for hydrolyzed vegetable proteins. With over 50 years of experience, Vegamine sets the standard for product quality, dependability and consistency—all backed by INNOVA's signature expertise and outstanding customer service. INNOVA is proud to be one of the very few manufacturers of HVP in North America.

Vegamine is made from only the finest plant proteins including corn, wheat, yeast and soy. These proteins are digested using acid hydrolysis processes and are available in dry, paste and liquid forms.

As a well-rounded savory flavor enhancer, Vegamine naturally boosts umami, and contains zero grams of trans fat. All this makes Vegamine the ideal starting point for many meat, poultry, seafood, and vegetable applications. Vegamine's versatility makes it useful for multiple savory applications including appetizers, soups, sauces, gravies, rice/side dishes, marinades, processed meats, dips, breadings and more.

INNOVA ensures your success by maintaining higher than a 99% customer order satisfaction level for Vegamine.

Going beyond our customers' expectations!

Versatile and affordable, Vegamine

- ✓ Restores the savory taste lost through processing
- ✓ Satisfies strict guidelines for vegetarian, Kosher/Halal diets
- ✓ Adds rich, savory flavor while satisfying price-point considerations
- ✓ Meets “no added MSG or Salt” label requirements
- ✓ Is complementary in multiple savory applications

Comprehensive Quality Control

INNOVA's adherence to stringent food safety guidelines translates into accountability you can trust. Vegamine is manufactured under FDA guidelines and assessed by GMA-SAFE (Grocery Manufacturers Assoc. Supplier Audits for Food Excellence). It also meets high standards for traceability, Hazard Analysis and Critical Control Points (HACCP) and Good Manufacturing Practices (GMP).



INNOVA is the leading provider of Hydrolyzed Vegetable Protein for the food industry.



Batters  Breadings  Salad Dressings  Processed Meats  Bouillons





Vegetable Herb Chile Seafood Alcohol Fat & Oil Cheese & Dairy



SAVORNotes™

SAVORY FLAVOR ENHANCEMENT

For all non-meat savory flavor needs, INNOVA provides SavorNotes™, a portfolio of savory flavors and enhancers. Utilizing our flavor chemists' expertise and culinary creativity, we have developed and perfected this line to create a taste experience your customers will remember. INNOVA's SavorNotes can be created in a variety of forms—liquid, dry or paste—depending on what is most process-friendly for your operation. Its creativity, unique flavor profiles, ease of use in manufacturing processes, lack of microbial concerns, consistent and reliable quality and long shelf life are all benchmark attributes that elevate SavorNotes above the rest.

Regardless of where the flavor will be used—sauces, soups, broths, meats or snacks—INNOVA's scientists will customize it to suit any formulation need, label requirement, and flavor profile.

Vegetable Flavors: Garden-fresh flavor is easy to achieve with INNOVA's Vegetable Flavors. Vegetable Flavors boost the flavor profile of natural ingredients and are the perfect touch for your formulations.

Flavor Types: *Potato, Onion (multiple varieties such as: Green, Shallot, Red, Vidalia, Yellow, Scallion...), Mushroom (multiple varieties such as: Porcini, Shitake, Portabello, Wild, Button, Chanterelle...), Tomato, Avocado, Celery, Chinese Cabbage, Chive, Cucumber, Black Olive, Green Olive, Corn, Red Bean, Pea, Leek, Radish, Artichoke, Black Bean, Carrot, Broccoli, Squash, Mirepoix.*

Variations of vegetables include but are not limited to fresh, raw, grilled, sautéed, fried, boiled, cooked, and roasted.



Herb Flavors: Add the mouthwatering, savory flavor of fresh cut herbs to your product with INNOVA's Herb Flavors. Imparting a subtle flavor in a convenient form, Herb Flavors are the ideal replacement for fresh herbs in formulations. In addition, unusual herbs, such as lemongrass, can give a unique flavor profile to signature dishes.

Flavor Types: *Basil, Bay, Cilantro, Chive, Curry, Dill, Fennel, Lemongrass, Oregano, Parsley, Rosemary, Sage, Tarragon, Thyme.*

Chile Flavors: Light a fire in your products with INNOVA's hot and spicy or cool and sweet Chile Flavors. Chile Flavors allow product developers to add just the right amount of heat and flavor to products without overpowering the dish. Available in a wide range of authentic flavors, INNOVA's Chile Flavors offer consistent, stable heat and color values.

Flavor Types: *Chipotle, Arbol, Guajillo, Ancho, Pasilla, Cayenne, Habanero, Poblano, Jalapeno, Cascabel, Pepperoncini, Serrano, Scotch Bonnet.*

Seafood Flavors: Add the distinctive flavor of the sea into your products using INNOVA's Seafood Flavors. A wide variety of Seafood Flavors are available to enhance and extend the flavor fidelity in your products.

Flavor Types: *Fin Fish, Salmon, Cod, Bass, Tuna, Swordfish, Whitefish, Shell Fish, Crab, Lobster, Shrimp, Prawn, Scallop, Clam, Oyster, Squid, Caviar, Anchovy.*

Alcohol Flavors: Adding the classic flavor of wine, beer or spirits to a sauce or marinade has never been simpler. INNOVA's Alcohol Flavors are a unique way to add a flavor boost to formulas. Alcohol Flavors can be used to replace distilled beverages when processing issues such as viscosity and flavor flash-off are of concern. INNOVA's Alcohol Flavors mimic "cooked" alcohol, e.g. reductions, with all the flavors of fermented or distilled spirits.

Flavor Types: *White Wine, Chardonnay, Sake, Sherry, Red Wine, Burgundy, Tequila, Bourbon, Beer, Rum, Marsala, Port.*

Fat & Oil Flavors: Infuse a satisfying richness to your food products with INNOVA's Fat and Oil Flavors. Fat and Oil Flavors round out flavor and ensure smooth consistency without adding excessive calories, while significantly reducing risks associated with oxidation.

Use of Fat and Oil Flavors will effectively reduce the ingredient cost in a variety of foods, while giving consumers the flavor impact they want. Fat and Oil Flavors are also useful when the addition of liquid or solid fats will negatively impact processing.

Flavor Types: *Fried Fat, Lard, Tallow, Chicken Fat, Bacon Fat, Turkey Fat, Butter, Fryer Fat, Cracklin', Sesame Oil, Olive Oil, Pan Drippings.*

Cheese & Dairy Flavors: Cheese up the profile of your products with INNOVA's Cheese and Dairy Flavors. With a wide variety available, these flavors boost the cheese complexity and dairy notes while adding a wonderful aroma.

Cheese Flavor Types: *Cheddar (mild), Cheddar (sharp), Parmesan, Swiss, Romano, American, Bleu, Monterey Jack, Mozzarella, Brie, Ranchero, Cotija, Colby, Camembert, Smoked Gouda, Feta, Asiago.*

Dairy Flavor Types: *Regular Milk, Condensed Milk, Buttermilk, Cream, Sweet Cream, Sour Cream, Sweet Butter, Caramelized Butter, Egg, Ranch, Caesar, Mayonnaise.*

*A Cache of
Culinary Flavors*

Fresh  Raw  Grilled  Sautéed  Fried  Boiled  Cooked  Roasted





SaverNotes Taste Modulation



SaltSavor™ Sodium Reduction Technology

Healthy and easy to use, SaltSavor is a clean label flavor enhancer that reduces sodium without sacrificing taste. This proprietary sodium reduction technology stimulates taste receptors on the tongue to increase salt perception. It's available Kosher and works in virtually any application including soup, sauce, gravy, meat and more.

Acid Blocker

Bitterness can come from a variety of sources including storage and processing, naturally occurring compounds and ingredients such as artificial sweeteners, botanicals, preservatives, caffeine and more. That's why INNOVA developed Acid Blocker, a proprietary technology that masks the acid bite or bitter taste and gives you more flexibility to tailor flavor delivery.

Soy Masker

While it's highly nutritious and flexible, soy has a signature flavor that limits its use. While certain flavors work well with soy, others tend to magnify the beany off-flavor that's hard to ignore. INNOVA's depth of experience in flavor technology gives us unique insight into the interactions at play. Each situation and masking approach is unique, but creativity and experience allow us to develop custom-masking approaches to overcome your unique soy challenges.

MSG Replacer

Monosodium glutamate is the sodium salt of the naturally occurring amino acid glutamic acid. It is used as a food additive and is commonly marketed as a flavor enhancer.

In situations where the presence of MSG is not desired but the "umami" effect it brings is, INNOVA offers alternative solutions which provide comparable enhancement, mouthfeel and umami meeting our customers' label needs.





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