

# DP&S® deserves your trust

The publication of this edition of DP&S® NOW comes about in turbulent times, in which mutual trust is very important and should not be betrayed. You can count on DP&S® in any event.

Trust is an indispensable factor in our line of work. It is not nearly as much fun or successful to be enterprising without trust.

## Creating added value

DP&S® is constantly working on recipes from and for its clients in the food stuffs industry and retail sector. Our primary goal is to effectively develop, present and implement products based on the information that we receive from our clients. If we fail to do that in a respectful manner with respect, and if you cannot count on us, then we lose our role and our strength.

A lot is going on in the sphere of development and service. Among other things, this is related to the progressive machine technology and specific developments at suppliers, relations and other parties. Of course, our goal in that respect is to realise an added value that is always to be based on mutual respect and trust.

## Being a good listener

We propagate both internally and externally that all information is handled confidentially. DP&S® observes a clear and stringent philosophy in this respect, but it does not mean

that we do not really listen to our clients or that we fail to pick up on other signals. In order to maintain an increase in sales, we mainly consider current trends and the (re)action on the part of the consumer. For example, the sales of snacks are on the rise, but the increasing demand for healthy and responsible products can also not be ignored. We should perhaps anticipate the fact that consumption of steaks is decreasing and that there is an increased demand for low-fat minced meat.

We see signs from other parts of the world that improvements or changes to the product, price, promotion, and even the personnel, are currently being implemented. This requires flexibility, the ability to think along with the client and service.

## New generation binding agents

By launching new products under our innovation label Future Concepts®, DP&S® contributes to your commission to improve the product, price, personnel or promotion. A new generation of binding agents stands out, particularly in the sphere of the bite of products. They have been developed especially for these times and

they meet the desire to reduce the cost price and to make more efficient use of raw materials.

Our desire to be innovating on your behalf is emphasised at various events and fairs. You can acquire information one these from your account manager or you can participate in the Binding Event that is to take place in Tiel from next May 12 through 14.

I wish you success in your business.

## Chris Driessen

Owner of DP&S®



Classic

## Legendary Topcoating

It is already more than 15 years ago that John van Lieshout of DP&S® came up with the idea for the since legendary Topcoating.

„It was initially intended to improve the crispiness of coated snack products and fries,” says Henk Rigter, general director of DP&S®, but in the course of the years, we discovered other important advantages of this Topcoating, which we were the first to develop.”

Using the Topcoating by DP&S®, not only do snacks and fries maintain their crispiness even if they are kept warm for a while or cool somewhat, but they also absorb less fat. „The Topcoating creates an extra barrier, as it were, which enables you to limit the fat intake by 20 to 60 percent, depending upon the product,” Henk Rigter explains.

The most recent discovery concerns the product yield. „Which is really quite logical,” the DP&S®-director says. „Thanks to the Topcoating, the moisture in the product cannot easily seep out. This improves the yield while maintaining the crispiness.”

The Spicy-variations, that enable DP&S® to meet the need for virtually any flavour, prove that, in terms of flavour, many roads lead to Rome with the Topcoating.



# Everything you want to know about binding

DP&S® is to introduce a sensational introduction in the sphere of functional ingredients during the special Binding Event that is to take place in Tiel this May 12th, 13th and 14th.

During the Binding Event of DP&S®, interested parties from the international foodstuffs industry are to be informed both theoretically and regarding actual practice on the most recent state of affairs in the sphere of functional ingredients for food processing in general and the binding of products, while maintaining the flavour and texture, in particular. DP&S® is to organise this Binding Event from next may 12th through 14th at its company on the Sir Rowland Hillstraat in Tiel. We cannot inform you on the above-mentioned product range at this time, but we can assure you that it concerns an absolute novelty.

*If you are interested in our Binding Event, but you have not received a personal invitation, then please register via (+31) (0)344 677677 or [info@dpsfood.nl](mailto:info@dpsfood.nl).*



#### DP&S® for:

Knowhow - batter mixes / produced to meet customers' specifications - Topcoating® - predusting - breading - crumbs / breadcrumbs, corn crumbs, Japanese crumbs, rice crumbs-vegetable protein / flour, grits, concentrates - isolates and textured proteins - emulsifiers, stabilisers, phosphates - tumbling and injection mixes - jetmixes® - animal protein - collagen fibre - spices and mixed spices

## A brief introduction...

### Accountmanager Eric Tetteroo

Eric Tetteroo (46) has been employed at DP&S® in the capacity of account manager since 2007 and is originally a butcher. Eric worked for a period of 14 years as a product developer / professional advisor / demonstrator and in the export division (England, Ireland and Germany) at Verstegen Spices & Sauces in Rotterdam, but he acquired a wealth of experience at various other companies before and after this. After acquiring his certificate of proficiency, he worked at the Swiss airline caterer Bartoldi at Heathrow Airport in London, at various Dutch butchers/sausage-makers and at Albert Heijn. Following the years at Verstegen, he acquired industrial experience as an account manager at Remia (margarine and mayonnaise) and Bresc (garlic pulp, herb butter, tapenades and the like).

#### What at DP&S® appeals to you?

„The diversity, in terms of products, markets and people. Every question is different and the same can be said of the solution. I can put my expertise to very good use in my work at DP&S®. The diversity is a huge challenge. You cannot fly on automatic pilot. My job yesterday concerned meat, vegetables today and fish tomorrow. It is very diversified. The lines within DP&S® are short and the general mentality is 'roll up your sleeves and get to work'. I appreciate that, as this often results in the most surprising things. Here, I learn something new everyday.“

#### What are you focussing on right now?

„On injection, or actually marinating, with a view to improving quality. That sounds contradictory, but it isn't. An injection of 8 to 10 percent allows DP&S® to improve the quality, the result, the shelf life and the tenderness. For example, we can produce strips of meat that have a lovely dry and crispy bite, despite an additional 12 percent injected moisture. Thanks to current technology and additives, it is possible to produce much better, and not necessarily more expensive, strips than is presently the case at many companies. I enjoy giving producers handles that enables them to produce a better end product. I am a butcher, after all. One that really loves his profession.“

#### What, in your personal opinion, is important?

„Sticking to your promises is the most important thing in our world. Taking action on behalf of your client, and I am not referring to sales alone, but also to information and cooperation, solving problems, building up and maintaining relationships. It is a two-way street.

The thing that drives me personally in my work at DP&S® is that I want to help to make our company the best ingredients firm of the entire world. Particularly where it concerns service and innovation.“



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# DP&S NOW

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## Highlights

### Prof. dr. Herbert Buckenhüskes (DLG)

Never before have so many different social preconditions left their mark on the developments in the market for foodstuffs.



### Decrease cost price & increase colour

During the past years, health was the only issue that concerned the clients of DP&S®. Less salt and less fat. Today, they also focus on reducing the cost price.



### MARINATING the other way of injection

The Injection-Event of DP&S® and Stork-Townsend provided answers to very topical questions concerning, among other things, clean-label injection, quality improvement and increasing returns.

## Crispy Crumble

By combining the familiar from the past with present-day technology, Dutch Protein & Services® has succeeded in developing an all-purpose product with a unique crispiness, the Crispy Crumble.

The Crispy Crumble is a complete mixture for sweet or savoury dishes, meal components and convenience products. Depending upon the dish or product that is to be prepared, a single mixture will suffice to make both sweet as well as savoury variations.

The Crispy Crumble can be used to give sweet desserts a crispy, tasty crust just as easily as it can be used for savoury meal components. The Crispy Crumble is suitable as a topping for fruit, stabilised custard or yoghurt, but also as a topping for fish or meat, enriched with certain herbs, if desired, for the right flavouring.

The Crispy Crumble is easy to use. By combining the mixture with butter, moulding/dosing and freezing this mixture, the Crispy Crumble is ready-to-use for further preparation at any desired time.

When used in an oven, the product yields a lovely golden-brown colour and a deliciously crispy bite.

Crispy Crumble by DP&S® is contemporarily innovating, but delicious in the old-fashioned way.



# The Turkish connection

Turkey is a country that has enormously developed itself during the past 10 years in the sphere of further processing. Stork Food Systems and DP&S® organised a seminar for their Turkish clients on the subject of new processes and products.

The forming machine RevoFormer and the inline marinating system ValueDrum were the main attractions at Stork Food Systems in this respect. DP&S® presented injection mixtures, marinades, flavour components, batter, crumbs, tempura and various binding agents for meats and vegetables, among other things.

## Nuggets and burgers

The first day of the seminar involved making poultry products using the equipment mentioned above and base materials and additives, whereas potatoes, vegetables and fish dominated the second day. Injection, marinating, forming, batter, coating and cooking formed the steps of the process that resulted not only in chicken nuggets, burgers

and the like, but also in a potato-vegetable burger, grated potato variations, a fish nugget with tempura and a vegetable-fish burger with batter and crumble, among other products.

## Excellent contacts

Some 25 representatives of various Turkish companies were present at Stork Food Systems in Boxmeer. DP&S® maintains

excellent contacts with the Turkish foodstuffs industry via its area sales manager Aysel Agacdiken in Istanbul and sales director Chris Driessen.

# 'Decrease cost price & increase colour'

„Health has been the only relevant issue during the past years. Less salt and less fat. At present, the focus is also on cost price reduction.”



We caught account manager Leon Ketting with a couple of XL-sausages in the testing kitchen of DP&S® and we asked him what he planned to do with them.

„These are semi-manufactured products,” Leon explained. „Cooked sausage from abroad that is used as a pizza topping and in salads. The manufacturer has asked DP&S® to assess whether the cost price can be reduced and whether the colour can be improved without having to use additives that will result in extra costs.”

## Professional knowledge

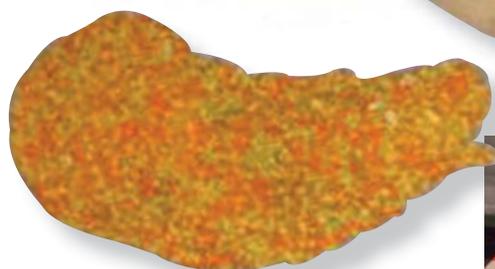
As he only had a chemical analysis of the product to work with, Leon, originally a qualified butcher/sausage-maker, had to make the most of his professional knowledge. „Because the product is intended for the Dutch market, we can opt to add animal protein. By substituting around 10 percent of the dorsal fat with an emulsion of animal protein, water and fat, I can save 3 to 4 percent of the cost price, while the product itself has a more appealing bite and a lower fat percentage to boot. And thanks to our Supermix, I can give the product a lovelier colour as well.”

Leon also prepared an alternative using added vegetable protein instead of animal protein. It is to be evaluated by the manufacturer concerned.

## Successful

The possibilities of making a product less expensive while ensuring that the adjustment

is not at the expense of the sensory characteristics partly depend upon the additives that are permitted, Leon explains. Legislation can serve as a guideline in this respect, along with the needs and wants of the client. „We also successfully used the emulsion that I mentioned before to substitute part of the dorsal fat in saveloy,” says the meat (product) specialist at DP&S®, who is also closely involved in another project of this meat product manufacturer. „That project concerns the development of various types of a typical Dutch sausage, „rookworst”. Indeed, produced by a foreign manufacturer, but intended for the Dutch market.”





*“Food manufacturers will have to distinguish themselves as responsible partners of the consumer”*

Prof. dr. Herbert Buckenhüskes (DLG)

## ‘Consumer trust is success factor’

The present-day consumer feels very strongly about health and quality of life. Having the consumer’s trust is therefore an essential factor with respect to the future successes of the producers of foodstuffs.

„Food and nutrition are the focus of public interest like never before,” says Professor Dr. Herbert J. Buckenhüskes. „As a result, the need for information and transparency continues to increase.”

### Partners of the consumer

Dr. Buckenhüskes is the Director of Food Technology at the Fachzentrum Land- und Ernährungswirtschaft of the Deutsche Landwirtschafts-Gesellschaft (DLG). He had already become known internationally as the head of the R&D department at Gewürzmüller, the manufacturer of starter cultures for the ripening of dried sausage, cheese and wines, among other things. Virtually every German producer of meat products participates in the periodical DLG-Prüfung, an official inspection

of products such as meat products and wine. „The most important strategic fields in which the companies can distinguish themselves as responsible partners of the consumer are origin, quality, composition and production, combined with safety and reliability, but also social and ecological commitment,” according to the professor.

### Social preconditions

Never before have so many different social preconditions left their mark on the developments in the market for foodstuffs, says the director of Foodstuffs technology of the DLG. „Health, globalisation and the environment are mega-trends that manufacturers must take into account if they are to positively distinguish themselves with their products

## Marinating; The other way of injection

No less than 70 companies in the meat and fish sector in the Netherlands and Belgium signed up for the Injection-Event that DP&S® organised in Tiel in close co-operation with Stork-Townsend.

The event comprised 3 successful days with a particularly informative programme, structured around both theory and actual practice on the theme of ‘the other way of injection’. „We inject the active agent and add the flavour on the outside of the product,” sales director Chris Driessen of DP&S® explains. He made a significant contribution to the event with his extensive knowledge of affairs.

### Injection-Event

The programme of the Injection-Event of DP&S® and Stork-Townsend was structured around four themes, namely: clean-label injection, quality improvement (tenderness and Best-before date), increasing returns and

shortening the cooking time.

Of course, the people at DP&S® have been working on these themes for some time now, and so it is not surprising that they (and their clients) can dispose of specific injection mixtures with which to realise these functional and sensory improvements. Both in red meat, chicken and fish.

### Dry crispiness

„The clean-label injection mixture with as few E-numbers as possible mainly focuses on quality and less on realising the highest possible returns,” Chris Driessen explains. „By combining the injection mixtures with Spicy Topcoatings, we achieve the highest functionality in the product and we add

and brands in terms of gaining the trust of the consumer."

### Developing products

The contemporary trends offer excellent opportunities for food manufacturers to develop new products, says Herbert Buckenhüskes. „However, many functional additions require that the processing meet high standards so that the organoleptic and nutrition-fysiological characteristics remain intact," he knows. According to Professor Buckenhüskes, the advanced engineering and the technology as these are available at companies like DP&S® do solve problems of this kind, but factors that ultimately determine one's success in this respect are also a company's credibility and the trust on the part of the consumer.

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flavour along with extra functionality to the exterior. Important advantages in this respect include an excellent presentation and no drip. When used with strips of meat, for example, this results in a lovely dry and crispy end product."

Finally, an injection mixture with a 'built-in' tenderiser results in a shorter cooking time of the meat, which is more tender and more juicy as a result.

*You can contact DP&S® in Tiel at any time for additional information if you missed the Injection Event, but you are interested in the subject and the products.*

