



ROCKETS

MEAT AND POULTRY ADDITIVE SOLUTIONS



ADVANCED
TECHNOLGY
ADVANCED
SOLUTIONS



About Rockets

**The meat industry requires a strategic ally,
not just a supplier.**

At Rockets, we go beyond the concept of supplying food additives to give your products an absolute competitive edge and market confidence.

We fully understand the daily challenges facing production lines: from texture control and emulsion stability, through shelf-life issues and thermal stress, to ensuring food safety and it is from the heart of these challenges that our vision was born.

Every product that leaves your production lines is a trust we carry with you; so we make it better, safer, and of higher value.



Rockets.

**Where engineering merges with
innovation to achieve consistency.**

**Precise science.. and expertise
that accepts no compromise.**



ROCKETS PRODUCTS



Rockets' product tree reflects a three-level hierarchical structure, allowing factory owners, production managers, and purchasing teams to instantly reach the required engineering solution without getting lost among dozens of materials and codes needed for the manufacturing process.

1

Basic Product Categories

At Rockets, we offer a diverse range of products for:



Red Meat



Poultry



Multi-Use
Solutions

2

Specialized Product Categories

Every product has its secret, and for every challenge we have a solution.



FROZEN PRODUCTS

PHOSPHO-BIND
FROST

MAGIC BITES
FROST

ACTIVE SHIELD
FROST

RICH FILLER
FROST

FLAVO
FROST



HEAT-TREATED PRODUCTS

PHOSPHO-BIND
COLD CUTS

MAGIC BITES
COLD CUTS

ACTIVE SHIELD
COLD CUTS

RICH FILLER
COLD CUTS

FLAVO
COLD CUTS



SMOKED PRODUCTS

PHOSPHO-BIND
FLO (SMOKE)

ACTIVE SHIELD
FLO (SMOKE)

FLAVO
(SMOKE)

WITH ROCKETS' SPECIALIZED SYSTEMS

Every challenge has a solution engineered specifically for it and the result is consistent quality from the first batch to the last:

PHOSPHO-BIND

Complete water binding; a cohesive texture that passes every check

MAGIC BITES

Uniformity and a professional finish in every piece, with no crumbling

ACTIVE SHIELD

Fresh color and pure aroma until the very last day of shelf life

RICH FILLET

Weight retained after cooking, and a that boosts profitability, production yield

FLAVO

Stable, rich flavor in every piece, with no fluctuation.

FIVE FAMILIES, EACH ACCOUNTED FOR A SPECIFIC CHALLENGE.

ONE SYSTEM, NO CONFLICT, NO COMPROMISE.

WITHOUT SPECIALIZED ADDITIVES

The manufacturer does not get a product of consistent quality but rather a recurring loss in five ways:



Separated exudate and texture breakdown.



A crumbly product with inconsistent texture.



Dull color and rancid smell before the shelf life ends.



Shrinkage after cooking and weight loss exceeding %20



Unstable flavor that threatens brand reputation.

THE CHALLENGE IS NOT IN THE LACK OF ADDITION, BUT IN ITS LACK OF SPECIALIZATION.

3 Basic Product Categories

1

Bind

Phospho-Bind

Correlation and extraction solutions

An integrated system for extracting myosin protein and raising water-binding capacity at the highest levels of effectiveness and safety – a smart alternative that replaces large doses of traditional phosphate with a lower dose and higher effectiveness. The family is offered in two specialized versions (meat and poultry).

Main role:

- Instant extraction of myosin protein and building a strong emulsion network.
- Raising water-binding capacity at the highest levels of effectiveness and safety, as a smart alternative to traditional phosphate.
- Breaking down tough tissue and increasing juice retention.

Faster Binding

2

Bites

Magic Bites

Cutting and adhesion solutions

The new generation of special functional emulsification systems, designed to build a strong, homogeneous protein network that gives the product a natural meaty bite and a genuine structural texture, without resorting to fillers or starches. Offered in two versions: one specific to poultry products and another to red meat, accounting for the differences in protein and fat structure between the two. This precise specialization gives our client superior quality stability across every run, and protects against fat and water separation that costs returns and waste on the production line.

Main role:

- Building a strong, homogeneous protein emulsion network in the cutter.
- A heat-resistant gel that does not collapse during pasteurization or cooking.
- Slice cohesion and prevention of crumbling when sliced.

Stronger Bite

3

Shield

Active Shield

Preservation and protection solutions

An integrated, multi-armed protection system for meat and poultry, bringing together under one umbrella: protection from oxidation and fat rancidity (Asco Shield), biological protection from bacteria, fungi, and yeasts (Sorba Shield), plus color and flavor stabilization and sanitization solutions. The family is offered in two specialized versions for poultry and red meat, each accounting for the different nature of fats and tissues.

Main role:

- Dual protection from oxidation and fat rancidity.
- Biological protection against bacteria, fungi, and yeasts.
- Color and flavor protection, and extended shelf life.

Longer Protection

4

Filler

Rich Filler

Structure and production yield solutions

An integrated carbohydrate premix system designed to manage cost without sacrificing quality. It compensates for volume and weight while fully preserving bite and juiciness, preventing shrinkage and juice runoff during cooking or grilling. Offered in two versions – one for poultry and one for red meat – matching the nature of each product. This specialization gives our client a genuine economic balance between cost reduction and consistent final product quality in every run.

Main role:

- Compensating for volume and weight with an economical carbohydrate system.
- Preserving bite and preventing juice runoff.
- golden fried or grilled color and quality consistency between runs.

Higher Yield

5

Flavo

Flavo

Flavor stability solutions

A system of concentrated natural flavors for meat and poultry, including natural beef and chicken flavors, specialized flavors for burger, kofta, sausage, luncheon, pastirma, and hot dog, alongside highly heat-stable flavor oils. Offered in two versions – one specific to poultry products and another to red meat – to ensure flavor compatibility with each protein's nature. This specialization gives our client a consistent, distinctive flavor identity in every product, free of any artificial colors, with the option to eliminate traditional monosodium glutamate.

Main role:

- Compensating for flavor loss during cooking, grilling, and freezing.
- specialized flavor signature for each product (burger, kofta, sausage).
- A safe alternative to monosodium glutamate with natural umami.

Deeper Flavor

6

Mix

Flo Mix

Flexible (multi-purpose) solutions

The flexible, independent arm within the Rockets system, offering ready-made specialized solutions that cover diverse needs outside the fixed animal-protein specialization: ready regional flavor signatures for building spice-blend identities (Laura, Mexican, Oriental), a functional coating powder for fried products, and advanced cellular protection systems for vegetables and fruits before IQF freezing or thermal drying. This diversity gives our client genuine operational flexibility and a ready solution for every challenge without resorting to multiple suppliers, with consistent quality and identity in every application.

Main role:

- Building a ready, stable regional flavor signature for meat and poultry blends.
- Stabilizing the outer coating layer of fried products and preventing oil absorption.
- Advanced cellular protection for vegetables and fruits during freezing or drying.

Flexible Solutions



Bind

SOLUTIONS

Correlation and extraction



The Phosphobind integrated engineering system extracts myosin protein and enhances water-binding capacity with maximum efficiency and safety. It offers a smart alternative to traditional high-dose phosphates, providing a lower dose with greater effectiveness. The system is available in two specialized versions: one specifically designed for chicken tissue and another for red meat tissue, as each protein type requires a distinct solubility and extraction rate. This precise specialization saves our clients the additional costs associated with general, non-specialized solutions and ensures the highest water-binding rates and consistent quality in every batch.

✗ Problems

- Weight and juice loss during freezing and storage.
- Consumption of large amounts of traditional phosphate without sufficient effectiveness.
- Clogging of injection needles due to poor dissolution.

✓ Solutions

-  Instant extraction of myosin protein and building a strong emulsion network.
-  Raising water-binding capacity and reducing loss during freezing.
-  Breaking down tough tissue and increasing juice retention.



PHOSPHO-BIND FAMILY

CORRELATION AND EXTRACTION SOLUTIONS



PHOSPHO-BIND BEEF FROST

This product is designed for red meat products processed by freezing and cold grinding (burger, sausage, kofta, minced meat).

An advanced phosphate system for extracting myosin protein and gently raising water-binding capacity at low temperatures, while breaking down fibers, binding water, and preventing shrinkage and fat separation during freezing and thermal fluctuation. A safe replacement for large amounts of traditional phosphate, at a lower dose and higher effectiveness.



PHOSPHO-BIND BEEF COLD CUTS

This product is designed for heat-treated red meat products (luncheon, frankfurter, beef mortadella).

An ultra-strong phosphate system that withstands high shear forces inside the cutter, providing instant, effective extraction of myosin protein within the first minutes and forming a firm gel that withstands high temperatures and long cooking times in luncheon ovens — without needing large amounts of sodium phosphate — safely and effectively, ensuring ideal slicing without loss of juice.



PHOSPHO-BIND FLOW BEEF

This product is designed for smoked meat products (roast beef cuts, salted and smoked pastirma).

An advanced, fast-dissolving phosphate system that penetrates and breaks down tough tissue and increases the meat's ability to retain juice. It withstands heavy-duty use inside injection and brine-soaking machines without immediate precipitation, ensuring instant dissolution and solution stability for long hours without any sedimentation inside soaking tanks — preventing clogging of fine injection needles. It works on a (slow-release) technology that helps expel residual blood within the system and maintain stable, vivid color in compatibility with antioxidants.



PHOSPHO-BIND FAMILY

CORRELATION AND EXTRACTION SOLUTIONS



PHOSPHO-BIND CHICKEN FROST

This product is designed for poultry products processed by freezing and cold grinding (chicken burger, chicken nuggets, chicken schnitzel, chicken shawarma).

An advanced phosphate system for extracting myosin protein and gently raising water-binding capacity at low temperatures. It breaks down chicken fibers, binds water, and prevents shrinkage and separation during cooking, frying, and grilling, reducing loss during freezing and thermal fluctuation. A safe replacement for large amounts of traditional phosphate, at a lower dose and higher effectiveness.



PHOSPHO-BIND CHICKEN COLD CUTS

This product is designed for heat-treated poultry products (chicken luncheon, frankfurter, chicken mortadella).

An ultra-strong phosphate system that withstands high shear forces inside the cutter, providing instant, effective extraction of myosin protein within the first minutes and forming a firm gel that withstands high temperatures and long cooking times in luncheon ovens — without needing large amounts of sodium phosphate — safely and effectively, ensuring ideal slicing without loss of juice.



PHOSPHO-BIND FLO CHICKEN

This product is designed for poultry products processed by injection or brine-soaking (chicken strips, chicken wings, chicken drumettes, chicken skewers, whole grilling chicken).

An advanced, fast-dissolving phosphate system that penetrates and breaks down tough tissue and increases the chicken's ability to retain juice. It withstands heavy-duty use inside injection machines and brine-soaking tanks, ensuring instant dissolution and solution stability for long hours without clogging fine injection needles. It works on a (slow-release) technology that helps expel residual blood adhering to bones inside the chicken and maintain an attractive, natural white color in compatibility with antioxidants.



Bites

SOLUTIONS

cutting and adhesion



The Magic Bites family represents the next generation of purely functional emulsifying systems, designed to build a homogeneous protein network that gives the product a natural meaty bite and true structural texture, without the use of fillers or starches. It is offered in two versions: one specifically formulated for chicken products and another for red meat, taking into account the differences in protein and fat structure between the two. This specialization provides our customers with superior quality stability across all batches and protects against fat and water separation, which can lead to returns and waste in the production line.

✗ Problems

- Weak texture cohesion and the appearance of a gummy or spongy texture.
- Fat and water separation during cooking or pasteurization.
- Breaking and crumbling of slices when sliced.

✓ Solutions

- 🚀 Building a strong, homogeneous protein emulsion network in the cutter.
- 🚀 A heat-resistant gel that does not collapse during pasteurization or cooking.
- 🚀 Slice cohesion and prevention of crumbling when sliced.



MAGIC BITES FAMILY

CUTTING AND ADHESION SOLUTIONS



MAGIC BITES BEEF FROST

This product is designed for red meat products processed by freezing and cold grinding (burger, kofta, sausage, offal-based products).

A new generation of advanced functional emulsifiers. The emulsifier creates a strong, highly homogeneous protein network that gives the final product a natural meaty bite and a genuine protein structural texture (without fillers or starches), without producing a gummy, spongy texture — preventing fat separation in the product during freezing and thermal fluctuation, achieving superior stability.



MAGIC BITES BEEF COLD CUTS

This product is designed for heat-treated red meat products (luncheon, frankfurter, beef mortadella).

A new generation of advanced functional emulsifiers. The emulsifier creates a powerful protein network under high cutter speeds, forming a heat-resistant network (thermo-irreversible gel) that does not collapse during pasteurization. It gives the final product a natural meaty bite and a genuine protein structural texture, delivering superior slice cohesion, preventing crumbling when sliced, and preventing product shrinkage during pasteurization.



MAGIC BITES FAMILY

CUTTING AND ADHESION SOLUTIONS



MAGIC BITES CHICKEN FROST

This product is designed for poultry products processed by freezing and cold grinding (burger, nuggets, chicken schnitzel).

A new generation of advanced functional emulsifiers. The emulsifier creates a strong, highly homogeneous protein network that gives the product a natural bite and a genuine protein structural texture, preventing fat separation in the product and achieving superior stability during freezing and thermal fluctuation. It protects chicken fat from melting during deep frying and prevents separation of the outer coating layer due to steam release.



MAGIC BITES CHICKEN COLD CUTS

This product is designed for heat-treated poultry products (luncheon, frankfurter, mortadella).

A new generation of advanced functional emulsifiers. The emulsifier creates a strong protein network for emulsification under high cutter speeds, forming a heat-resistant network (thermo-irreversible gel) that does not collapse during pasteurization. It gives the final product a natural meaty bite and a genuine protein structural texture, addressing the problem of weak chicken tissue, delivering superior slice cohesion, and preventing crumbling on slicing and product shrinkage during pasteurization.



The Active Shield family is a comprehensive, multi-layered protection system for meat and poultry, combining protection against oxidation and fat rancidity (Asco Shield), biological protection against bacteria, fungi, and yeasts (Sorpa Shield), along with color and flavor stabilization and sanitization solutions. It is offered in two specialized versions for chicken and red meat, each tailored to the specific characteristics of different fats and tissues. This multi-layered approach provides our customers with a comprehensive line of defense that extends shelf life, eliminating the need to purchase separate solutions from multiple suppliers, thus saving costs and ensuring consistent quality.

✗ Problems

- Rancidity and fat oxidation during freezing.
- Growth of pathogenic bacteria and shortened shelf life.
- Change in natural color during storage.

✓ Solutions

- 🚀 Dual protection from oxidation and fat rancidity.
- 🚀 Biological protection against bacteria, fungi, and yeasts.
- 🚀 Stabilizing color and flavor, and extending shelf life.



ACTIVE SHIELD FAMILY

PRESERVATION & PROTECTION SOLUTIONS



ASCO ACTIVE BEEF FROST

This product is designed for red meat products processed by freezing and cold grinding (burger, sausage, kofta, minced meat).

The latest engineering innovation based on (dual protection) technology, combining water-soluble and fat-soluble antioxidants to build a self-regenerating cycle that acts as an advanced protective shield against oxidation and fat rancidity in meat products subjected to long freezing or fluctuating storage temperatures — ensuring absolute stability of myoglobin pigment and completely eliminating rancidity and oxidation throughout the shelf life.



ASCO ACTIVE BEEF COLD CUTS

This product is designed for heat-treated red meat products (luncheon, hot dog, beef mortadella)..

The latest engineering innovation based on (Lock Color & Flavor) technology, combining bio-antioxidants and amino acids to build a self-regenerating cycle that protects the product within high oven temperatures and locks in the natural pink color, preventing its oxidation during cooking and smoking cycles.



GLUMO ACTIVE SHIELD BEEF

This product is designed specifically for processed meat products as a safe alternative to monosodium glutamate (MSG).

An advanced technological system combining natural dried beef with peptide-rich umami alternatives to enhance the release of deep meat flavors under various heat shocks, with superior control over the consistency of the (Maillard reaction) during cooking, grilling, and smoking — ensuring a uniform brown color without random burning and guaranteeing flavor consistency in every batch, free of impurities and fortified.



ACTIVE SHIELD FAMILY

PRESERVATION & PROTECTION SOLUTIONS



SORBA ACTIVE BEEF FROST

This product is designed for red meat products processed by freezing and cold grinding (burger, sausage, kofta, minced meat).

A biological system combining organic preservation with natural peptide bio-antioxidants to build a triple protective shield to suppress pathogenic fungi, bacteria, and yeasts, ensuring exceptional shelf-life stability. It provides broad protection covering all bacterial and fungal spoilage agents and works with superior efficiency at freezing temperatures without leaving any harsh taste or bitterness in the final product.



SORBA ACTIVE BEEF COLD CUTS

This product is designed specifically for heat-treated red meat products (luncheon, frankfurter, beef mortadella, roast beef, pastirma).

A biological system combining organic preservation with natural bio-antioxidants to build a dual protective shield to eliminate spore-forming bacteria (such as Clostridium) that survive pasteurization temperatures, while providing a slow acid release to ensure extended shelf life of up to several months. It offers broad-spectrum protection covering all bacterial and fungal spoilage agents and works with superior efficiency at high temperatures without losing effectiveness.



KARMO ACTIVE SHIELD BEEF

This product is designed for meat products (both heat-treated and non-heat-treated).

An advanced, highly stable, and effective formula that works with self-protective azo-free technology, overcoming the challenges of the direct use of unoptimized (traditional) carmine and avoiding its rapid transformation at varying pH levels or under heat treatment. It saves effort and prevents dosing errors thanks to its standardized concentration and ease of homogenization in the product, prevents the appearance of unnatural purple hues, and provides high thermal stability inside ovens.



ACTIVE SHIELD FAMILY

PRESERVATION & PROTECTION SOLUTIONS



ASCO ACTIVE CHICKEN FROST

This product is designed for poultry products (ground, half-fried, and frozen).

A dual protection system across both the aqueous and fat phases, designed specifically to protect chicken's unsaturated fats (highly susceptible to freezer-burn rancidity), maintaining the golden-white/light-yellow color and preventing gray discoloration, while protecting weak tissue from ice-crystal damage during freezing.



ASCO ACTIVE CHICKEN COLD CUTS

This product is designed for heat-treated poultry products (luncheon, hot dog, chicken mortadella).

The latest engineering innovation based on (Flavor Color Lock) technology, combining bio-antioxidants and amino acids to build a self-regenerating cycle that locks in the natural chicken color and prevents its oxidation during cooking, without bubbles or air pockets, while protecting the sensitive chicken emulsion from thermal breakdown, and providing extra-strong double protection during pasteurization.



GLUMO ACTIVE SHIELD CHICKEN

This product is designed specifically to mimic the natural taste of chicken effectively, safely, and with less sodium..

An engineered flavor and umami system designed specifically for poultry, built on a triple base (natural chicken, amino acids, and protein extracts). It works with superior efficiency in formed products (burger, nuggets, strips) and cold cuts (chicken luncheon, chicken roll, smoked), providing a full-bodied taste (Kokumi) without affecting the product's light color, and generates authentic chicken flavor during cooking without the need for monosodium glutamate.



ACTIVE SHIELD FAMILY

PRESERVATION & PROTECTION SOLUTIONS



SORBA ACTIVE CHICKEN FROST

This product is designed for poultry products processed by freezing and cold grinding (chicken burger, chicken nuggets, chicken schnitzel, chicken shawarma).

A biological system combining organic preservation with natural peptide bio-antioxidants to build a triple protective shield to suppress pathogenic fungi, bacteria, and yeasts, ensuring exceptional shelf-life stability. It provides broad protection covering all bacterial and fungal spoilage agents and works with superior efficiency at freezing temperatures without leaving any harsh taste or bitterness in the final product.



SORBA ACTIVE CHICKEN COLD CUTS

This product is designed for heat-treated poultry products (luncheon, frankfurter, chicken mortadella).

A biological system combining organic preservation with natural bio-antioxidants to build a dual protective shield to eliminate spore-forming bacteria (such as Clostridium) that survive pasteurization temperatures, while providing a slow acid release to ensure extended shelf life of up to several months. It offers broad-spectrum protection covering all bacterial and fungal spoilage agents and works with superior efficiency at high temperatures without losing effectiveness.



WASH ACTIVE SHIELD CHICKEN

An advanced effervescent sanitizing powder used to wash and sanitize chicken before starting soaking or injection processes.

It combines a dual-speed effervescent system (a fast initial shock followed by extended release), containing dual-speed organic acids that break down surface exudate and expel residual blood from veins and surface pores, providing a naturally attractive, thorough sanitization. It completely eliminates the bruising and blood-pooling effect that traditional solutions fail to remove.



Filler

SOLUTIONS

Structure and production yield



The Rich Filler family is a complete carbohydrate premix system designed to manage cost and weight without compromising quality. It compensates for volume and weight while maintaining full bite and juiciness, preventing shrinkage and juice loss during cooking or grilling. It is offered in two versions: one for chicken and another for red meat, tailored to the specific needs of each product. This specialization provides our customers with a true economic balance between cost reduction and consistent final product quality in every batch.

✗ Problems

- High cost of raw material and difficulty controlling final weight.
- Product shrinkage and juice loss during cooking.
- Batch-to-batch quality fluctuation.

✓ Solutions

-  Compensating for volume and weight with an economical carbohydrate system.
-  Preserving bite and preventing juice runoff.
-  A golden fried or grilled color and quality consistency between runs.



RICH FILLER FAMILY

STRUCTURE AND PRODUCTION YIELD SOLUTIONS



RICH FILLER BEEF FROST

This product is designed for frozen ground meat products (burger, kofta, sausage, offal-based products, meat shawarma).

An integrated carbohydrate premix system designed specifically to compensate for volume and weight while preserving bite and juiciness, preventing shrinkage and juice runoff during grilling. It gives an attractive natural grilled color and complete batch-to-batch consistency in every run (free of any artificial colors).



RICH FILLER BEEF COLD CUTS

This product is designed specifically for heat-treated red meat products (luncheon, frankfurter, beef mortadella).

An advanced carbohydrate system, specifically designed to withstand high shear conditions and keep the dough flowing inside the cutter for optimal protein extraction, preventing the formation of water and fat pockets, while building a solid gelatinous network when cooking that gives the luncheon and mortadella slices great consistency and ability to be cut without breaking.



RICH FILLER FAMILY

STRUCTURE AND PRODUCTION YIELD SOLUTIONS



RICH FILLER CHICKEN FROST

This product is designed for frozen ground poultry products (chicken burger, chicken nuggets, chicken schnitzel, chicken shawarma).

A carbohydrate premix system designed specifically to compensate for volume and weight while preserving bite and juiciness, preventing shrinkage and juice runoff during cooking. It gives a natural golden fried color and complete batch-to-batch consistency in every run (free of any artificial colors).



RICH FILLER CHICKEN COLD CUTS

This product is designed for heat-treated poultry products (luncheon, frankfurter, chicken mortadella).

An advanced carbohydrate premix system, designed specifically to withstand high shear conditions inside the cutter, keeping the batter flowable for optimal protein extraction, and preventing the formation of water and fat pockets. It eliminates the problem of weak chicken tissue by building a firm gelatinous network that gives luncheon and mortadella slices superior cohesion and slicing ability without breaking.



Flavo SOLUTIONS

Flavor stability



The Flavo family is a system of concentrated natural flavors for meat and poultry, including natural meat and chicken flavors, specialty flavors for burgers, kofta, sausages, luncheon meat, pastrami, and hot dogs, along with highly heat-stable flavor oils.

It is offered in two versions: one specifically for chicken products and another for red meat, to ensure the flavor matches the nature of each protein. This specialization gives our customers a consistent and distinctive flavor identity in every product without any artificial colors, and with the option to eliminate traditional monosodium glutamate (MSG).

✗ Problems

- Fading of meat or chicken flavor after freezing or cooking.
- Reliance on monosodium glutamate and its sensitivity issues.
- Inconsistent flavor identity between different runs and processing methods.

✓ Solutions

- ✈ Compensating for flavor loss during cooking, grilling, and freezing.
- ✈ A specialized flavor signature for each product (burger, kofta, sausage).
- ✈ A safe alternative to monosodium glutamate with natural umami.



FLAVO FAMILY

FLAVOR STABILITY SOLUTIONS



FLAVO NATURAL MEAT FLAVOR

A concentrated natural flavor carefully crafted from dried beef and fortified with amino acids to give processed meat products a rich natural meat taste.

It ensures flavor stability and compensates for flavor loss during thermal processes (cooking/freezing), with superior thermal stability and purity for the final product's quality. Safe and free of any artificial colors. It can be safely used in making hot soups, sauces, and recipes, guaranteeing a distinctive taste and rich flavor.



FLAVO KOFTA FLAVOR

An innovative, advanced flavor designed specifically for beef kofta, giving it the distinctive flavor signature of Middle Eastern restaurants.

It elevates the sensory value of the product and preserves its flavor identity after freezing. It resists loss during grilling, with superior thermal stability and purity that ensures the final product's quality. Safe and free of any artificial colors.



FLAVO FAMILY

FLAVOR STABILITY SOLUTIONS



FLAVO ORIENTAL SAUSAGE FLAVOR

An innovative, advanced flavor designed specifically to build the flavor identity of oriental sausage.

It gives the required balance between meat flavor and balanced spices without causing sharpness in taste. An extended-effect flavor that lasts throughout the product's shelf life. Safe and free of any artificial colors.



FLAVO BEEF BURGER FLAVOR

An innovative flavor designed specifically for beef burger patties, giving the burger the distinctive flavor signature of international restaurant chains.

It elevates the sensory value of the product, preserves its flavor identity after freezing, and resists loss during grilling. Superior thermal stability and purity ensure the final product's quality. Safe, free of any artificial colors, and fortified with amino acids.



FLAVO FAMILY

FLAVOR STABILITY SOLUTIONS



FLAVO NATURAL CHICKEN FLAVOR

A concentrated natural flavor carefully crafted from dried chicken and fortified with amino acids to give processed poultry products a rich, natural chicken taste.

It ensures flavor stability and compensates for flavor loss during thermal processes (cooking/freezing), with superior thermal stability and purity that ensures the final product's quality. Safe and free of any artificial colors. Double concentration — up to 10 times stronger than traditional



FLAVO CHICKEN BURGER FLAVOR

An innovative flavor designed specifically for chicken burger patties, giving the burger the distinctive flavor signature of international restaurant chains.

It elevates the sensory value of the product, preserves its flavor identity after freezing, and resists loss during grilling. Superior thermal stability and purity ensure the final product's quality. Safe, free of any artificial colors, and fortified with amino acids.



MIX SOLUTIONS

Flexible, multi-purposes



The FlowMix family is the flexible and independent arm within the Rockets system, comprising turnkey specialist solutions that cover diverse needs beyond the fixed animal specialty: ready-made regional flavor signatures to build the identity of spice blends (Laura, Mexican, Oriental), functional coating powder for fried products, and advanced cellular protection systems for vegetables and fruits before deep freezing or thermal drying. This diversity gives our customer real operational flexibility and a turnkey solution for every specific challenge without resorting to multiple suppliers, with consistent quality and identity in every application.

✗ Problems

- Inconsistent regional flavor identity between different runs.
- Shedding of the outer crust and excess oil absorption in fried products.
- Damage to plant tissue and color change during freezing or drying.

✓ Solutions

-  Building a ready, stable regional flavor signature for meat and poultry blends.
-  Stabilizing the outer coating layer of fried products and preventing oil absorption.
-  Advanced cellular protection for vegetables and fruits during freezing or drying.



FLO MIX FAMILY

(FLEXIBLE, VERSATILE SOLUTIONS)



FLO MIX LAURA

A distinctive flavor signature for taste stability across various spice blends.

An advanced flavor providing balanced, natural protection with an aromatic laurel (bay leaf) note, homogenizing the taste and protecting the flavor from volatilization and rancidity, ensuring consistency with the spice types and blends preferred by users. Safe and free of any artificial colors.



FLO MIX MEXICO

A dazzling, exceptional Latin flavor signature, providing superior color and taste harmony across grilled meat and chicken blends and special chicken marinades.

A flavor stable across various processing and seasoning conditions. An innovative extract with a distinctive, balanced Latin flavor with citrus touches of lemon and orange. Safe and free of any artificial colors.



FLO MIX ORIENTAL

An authentic, balanced flavor signature that helps balance oriental-style meat and poultry product blends.

A flavor stable across various processing and seasoning conditions. It ensures color uniformity and a stable flavor across various processing conditions and seasonings. Safe and free of any artificial colors.



FLO MIX FAMILY

(FLEXIBLE, VERSATILE SOLUTIONS)



FLO MIX CALCIO FRESH

This product is designed to prepare fresh vegetables before Individual Quick Freezing (IQF) and cold storage.

A highly advanced functional formula using cryoprotection technology based on functional sugars and calcium ions to systematically coat plant cells. It is equipped with a strong chelating system to immobilize enzymes and prevent ice crystals from tearing plant cells, giving absolute control over enzymatic browning. It offers complete protection for vegetables during long storage periods and protection from freezer damage during IQF freezing.



FLO MIX CALCIO DRY

This product is designed to prepare fresh vegetables and fruits before heat (thermal) drying.

A highly advanced functional formula with an advanced cellular protection system designed to work under harsh thermal stress conditions (hot-air ovens). It builds a firm calcium pectate network inside plant cell walls to prevent tissue sagging, while providing an osmotic shield that prevents violent cell collapse during rapid moisture removal, maintaining vegetable tissue firmness during hot-air drying.



FLO MIX BATTER GOLD

This product is designed for a variety of fried products (nuggets, crispy burger, mozzarella sticks, crispy onion rings).

An advanced coating powder, carefully designed for breadcrumb-layer stability, ensuring complete, uniform, and strong adhesion. It acts as an effective barrier that reduces oil absorption during frying, with superior stability during freezing and thermal fluctuation without affecting the original flavor, giving the product an ideal, signature crunch.



Flavo Oil SOLUTIONS

Flavor stability



The Flavo family oils is a system of concentrated natural flavors for meat and poultry, including natural meat and chicken flavors, specialty flavors for burgers, kofta, sausages, luncheon meat, pastrami, and hot dogs, along with highly heat-stable flavor oils.

It is offered in two versions: one specifically for chicken products and another for red meat, to ensure the flavor matches the nature of each protein. This specialization gives our customers a consistent and distinctive flavor identity in every product without any artificial colors, and with the option to eliminate traditional monosodium glutamate (MSG).

✗ Problems

- Fading of meat or chicken flavor after freezing or cooking.
- Reliance on monosodium glutamate and its sensitivity issues.
- Inconsistent flavor identity between different runs and processing methods.

✓ Solutions

-  Compensating for flavor loss during cooking, grilling, and freezing.
-  A specialized flavor signature for each product (burger, kofta, sausage).
-  A safe alternative to monosodium glutamate with natural umami.



FLAVO OIL

FLAVOR STABILITY SOLUTIONS



FLAVO PURE CHICKEN OIL

An advanced natural chicken flavor oil designed for use in processed poultry products.

Extracted from natural chicken, it releases a strong chicken aroma as soon as the product contacts heat. Superior thermal stability, high aromatic penetration, and extracted in an oil medium that prevents volatilization, resisting aroma loss during freezing and storage. Completely safe and free of any artificial colors.



FLAVO PURE BEEF OIL

An advanced beef flavor oil designed for use in processed meat products.

Extracted from natural beef, it releases a strong meat aroma as soon as the product contacts heat. Superior thermal stability, high aromatic penetration, and extracted in an oil medium that prevents volatilization, resisting aroma loss during freezing and storage.



FLAVO FAT LAMB OIL

A natural oil made from sheep tail fat (layyah).

It gives meat products the natural taste of tail fat, at a very high concentration — a few drops are equivalent to kilograms of natural tail fat, without rancidity issues. Refined and protected against rancidity to ensure long-term stability.



FLAVO OIL

FLAVOR STABILITY SOLUTIONS



FLAVO ORIENTAL SAUSAGE OIL

An advanced flavor oil with extracts that capture the aroma of authentic oriental sausage.

It ensures instant, uniform aroma distribution in the product and prevents the appearance of dark spots in the final product. Completely safe and free of any artificial colors.



FLAVO KOFTA OIL

An advanced flavor oil that captures the aroma of charcoal-grilled 'Hatie' kofta with deep flavor notes.

It gives machine-processed kofta the identity of traditional oriental kofta favored by Arab consumers, ensuring instant, uniform aroma distribution in the batter, and preventing the appearance of dark spots in the final product. Completely safe and free of any artificial colors.



FLAVO SMOKE OIL

An oil extracted with an aged smoke flavor.

It ensures instant, uniform aroma distribution in the product and prevents the appearance of dark spots in the final product. Completely safe and free of any artificial colors.



FLAVO OIL

FLAVOR STABILITY SOLUTIONS



FLAVO BEEF BURGER OIL

An advanced flavor oil with a meat flavor and grilled-burger spice notes.

It gives ready-made burgers the deep flavor signature specific to international burger restaurant chains. A balanced, high-purity, free-flowing formula that blends quickly with animal fats in the final product. Completely safe and free of any artificial colors.



FLAVO PURE HOT CHILI OIL

An oil extracted from hot pepper, rich in the natural taste and color of chili.

It ensures instant, uniform distribution of the spicy taste in blends and prevents the appearance of dark spots in the final product. Completely safe and free of any artificial colors.



FLAVO PURE PAPRIKA OIL

An oil extracted from sweet pepper, rich in the natural taste and color of paprika.

It ensures instant, uniform aroma distribution in the blend and prevents the appearance of dark spots in the final product. Completely safe and free of any artificial colors.



FLAVO OIL

FLAVOR STABILITY SOLUTIONS



FLAVO BEEF LUNCHEON OIL

An oil for beef luncheon that carries the identity of the classic luncheon flavor in a thermally stable oil medium.

An advanced flavor with extracts that enhance and stabilize the specific spice notes of beef luncheon, ensuring instant aroma distribution and preventing dark spice spots in the final product. Completely safe and free of any artificial colors.



FLAVO PASTIRMA OIL

A concentrated pastirma oil that carries the distinctive pastirma flavor identity in a thermally stable oil medium.

An advanced flavor that enhances and stabilizes the specific spice notes of pastirma (fenugreek, garlic, and paprika), ensuring instant, uniform aroma distribution and strong adhesion to the pastirma's outer coating mixture thanks to its stable emulsion system. Completely safe and free of any artificial colors.



FLAVO HOT DOG OIL

A hot dog oil with innovative extracts that enhance and stabilize the specific spice notes of hot dogs.

It ensures instant, uniform aroma distribution in the batter, carrying the distinctive hot dog spice flavor identity in a thermally stable oil medium in the final product. Completely safe and free of any artificial colors.



MAGIC BITES OIL

CUTTING AND ADHESION SOLUTIONS



1kg

5kg

MAGIC BITES EMULSIFICATION OIL

This product is designed specifically for meat and poultry products, based on advanced triple emulsification technology that works under various processing conditions.

It works by building a macroscopic structure that mimics the texture of animal fat. This innovative blend combines superior water- and fat-binding strength with a superior texture-stability system, preventing shrinkage and ensuring the oil phase does not separate from the water phase in products. Completely safe and free of any artificial colors.



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