

Indasia Press release 11 2017



## DEKORA®-Sal Sal oil marinades

### Clean Label Marinades from Indasia in three delicious flavours

The new sal oil marinades from Indasia are free from hydrogenated oils and palm oil. With their incomparable shiny optic, the clean label marinades enrich every dish sustainable.

“As a modern family business, and one of the leading spice plants in Germany, we are not only responsible for the quality of our products, but also for the environment and future generations“, Marketing Manager Sabine Mueller-Weinhold explains. At an early stage Indasia sets standards in transparency and sustainability. As a member of the RSPO (Round Table of Sustainable Palm Oil) and signatory to the BSCI (Business Social Compliance Initiative), the sustainable cultivation of raw products plays as important a role as does responsible behaviour towards people and nature.



The most recent initiative for protecting the rainforest involves changing the raw product from palm oil to sal oil.

The three new sal oil marinades demonstrate convincingly that it is possible to manage without deforestation and cultivating plantations.

Due to its comparable properties, sal oil is a perfect alternative to palm fat for the processing. “The brilliant optic, the full flavour and simplicity

of use are guaranteed“, Lukas Willmann, member of Indasia’s sales team, promises. Additionally, due to the lower melting point, equipment can be better cleaned after use with the new sal oil marinades.

It also improves the transmission of flavourings within the marinade to the meat.

You get the sal oil marinades in the three most popular flavourings paprika, curry and herbs.

### Indasia – Spice competence in a new dimension

Founded in 1949, Indasia is by now known for producing high-quality spices and ingredients for over 65 years and that way enriches several dishes each day. It provides their customers from the meat and butchery industries, general food industry, fish industry, dairy industry and retail, not only with top quality spices and marinades, but also with creative ideas and solutions to their problems. Therefore, this family business from Georgsmarienhütte also includes holistic product solutions and concepts as part of their programme. For more information: [www.indasia.com](http://www.indasia.com).

#### Contact:

Indasia Gewürzwerk GmbH  
Marketing Managerin  
Sabine Müller-Weinhold  
Malberger Str. 19, 49124 Georgsmarienhütte  
Tel.: +49 (0) 5401 33 728  
e-mail: [sabine.mueller-weinhold@indasia.de](mailto:sabine.mueller-weinhold@indasia.de)