

3 layer system
also available in
2 layer system



KOOPMANS *Snijes*



**A REVOLUTION
IN TASTE**

**NEW TASTE
VARIANCES:**

SPICY

Chili Peru

SUNNY

Mediterranean

NEW ITEM:

CRUNCHY

Wildstyle


koopmans

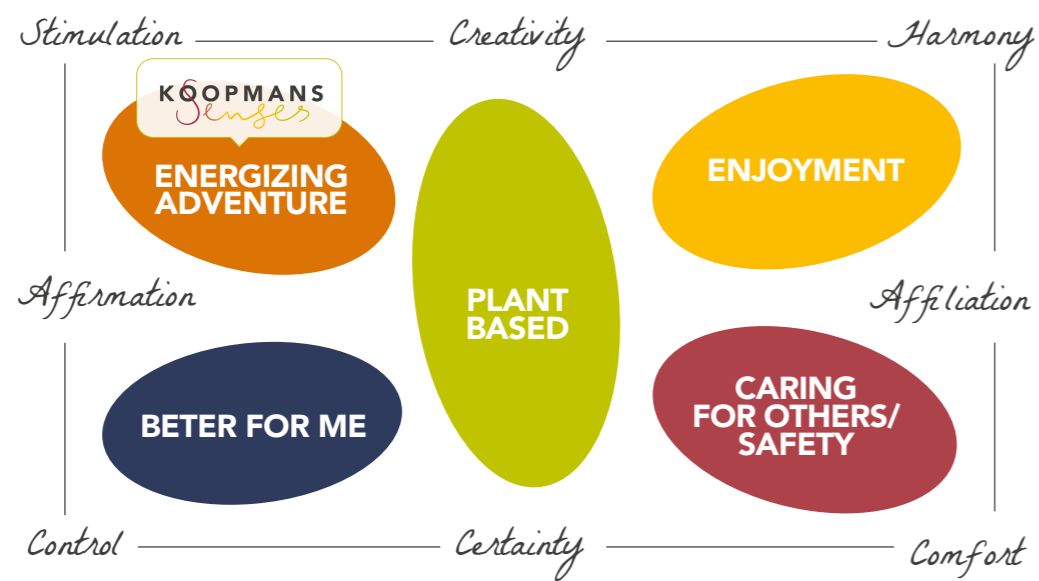
Pioneers in grain since 1846

Innovative food solutions

At Royal Koopmans, we develop products based on quantified consumer needs & trends. Because only by researching what consumers find important, we can develop products fitting these needs perfectly. So whether you need help with recipes that actually meet the taste preferences of consumers, or are looking for a new, spot on, food concept that is appealing to customers: we have the right products, market data and consumer insights to maximize your success in innovation!

Get inspired!

KOOPMANS
Senses



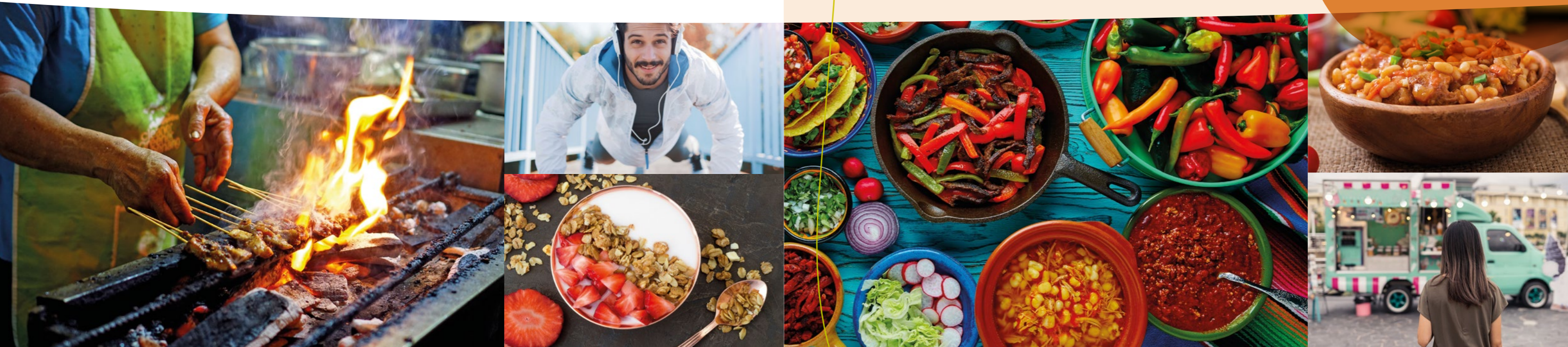
Senses Exciting fullfills the need of consumers from the innovationplatform Energizing Adventure

We know exactly what their needs are. The profile of this consumer can be described as:

Ernest is active, sporty and never shies away from a challenge, even in his daily life. For example, he'll never travel to the same holiday destination twice. His life philosophy is to experiment, be daring and stay independent. Living independently is one of his main objectives in life. It's no wonder that he strives to earn a good income. In terms of nutrition, he enjoys variety. He treats himself to new dishes. Therefore, he is always curious and loves trying new products. It gives him a feeling of creativity and energy. He prefers his food spicy, seasoned and unusual. He also likes to eat vegan now and then. Visualized, their lives looks as in the moodboard below.



Ernest is active and sporty and never shies away from a challenge, even in his daily life.



KOOPMANS Senses

When it comes to food, consumers want their appetites whetted. They want to enjoy, try new things, push their boundaries and be inspired. Consumer experience; a feast for the senses. Taste covers multiple senses: aroma (smell) and presentation (sight) both contribute to an appetite for food.

That is why Koopmans Senses has developed a revolutionary concept to make the taster feel like everything is just right. By addressing more senses than just taste, we turn culinary enjoyment into a richer experience. An experience that stimulates those four senses and tells a story. That is Koopmans Senses: a unique sensation of taste, texture, aroma and colour for a full sensory experience.

Enrich your fish, chicken, meat or vegetarian products with the most intense taste sensation



What does Koopmans Senses do?

Koopmans Senses is an overall concept that combines ultimate taste sensations into a revolutionary 3-layer foodcoating system. We develop taste sensations that add a unique twist to any product; including fish, chicken, meat or vegetarian products.



Multi-layer foodcoating system

(base) - batter - blend

The revolutionary multi-layer foodcoating system always focuses on taste, feel, smell and appearance. All our taste sensations consist of a combination of a (Base,) Batter and Blend, which are inextricably linked to each other. That is how we excite every sense with the most intense flavors.



Taste

Taste is the sensation you experience when you put food in your mouth. Food can be sweet, sour, bitter, salty or umami. Whether you like something depends on a variety of factors, but it all starts with taste.



Texture

Texture is very important. While the packaging never tells you about the mouthfeel of a product, this component is key in determining whether or not you like something. The crunchy bite is a valuable addition.



Aroma

You primarily taste with your nose. The taste buds on your tongue register the basic tastes, but it is your nose that recognises finer nuances. This makes aroma an important part of the taste experience.



Colour

Colour determines whether or not you like the look of a product. Appearance sets products apart and ensures products stand out on shelf. On top of that, it hints at the taste inside.

New taste sensations

The ingredients and tastes of the taste sensations were developed with great passion and meticulously adjusted to one another in cooperation with a chef with Michelin-starrestaurant experience. Inspired by taste trends from different continents and compiled to offer the best possible taste experience. Pure, authentic and surprising.



The finesse is in the right balance of herbs and ingredients, and our innovative 3-layer foodcoating system. The unique Base, Batter and Blend method, combined with surprising ingredients, provides the taste experience with a new dimension of taste, texture, aroma and colour. Quality and crunchiness are also guaranteed, even after preparation in the oven or air fryer. By using different Breadcrumb granulations, each taste sensation has its own specific bite.



INDIAN *Curry*

An expressive Indian curry taste, with a crunchy bite.
With 'white crisp' and yellow linseed.



SPICY *Chili Peru*

A challenging taste of spicy spices from Peruvian cuisine, such as turmeric, spicy chili and cumin.
With dried chili pieces.



WHOLE *Natural*

Natural taste, rich in whole seeds and kernels.
With pumpkin seeds and quinoa.



MEXICAN *Flakes*

A rich, Mexican taste with surprising, crispy flakes.
With bell pepper, onion and cornflakes.



SUNNY *Mediterranean*

A sunny taste sensation of aromatic, Italian herbs with a hint of puffed millet.
With rosemary, oregano and basil.

Special ingredients



Extruded wheat
Spheres that provide a gentle crunch.

Because of the fact that consumers on this innovationplatform like to be constantly surprised and inspired by new food solutions from all over the world, we have extended the 'Senses Family' with 2 new taste variances and a complete new variant: **Crunchy Wildstyle**.

Koopmans Senses, the benefits

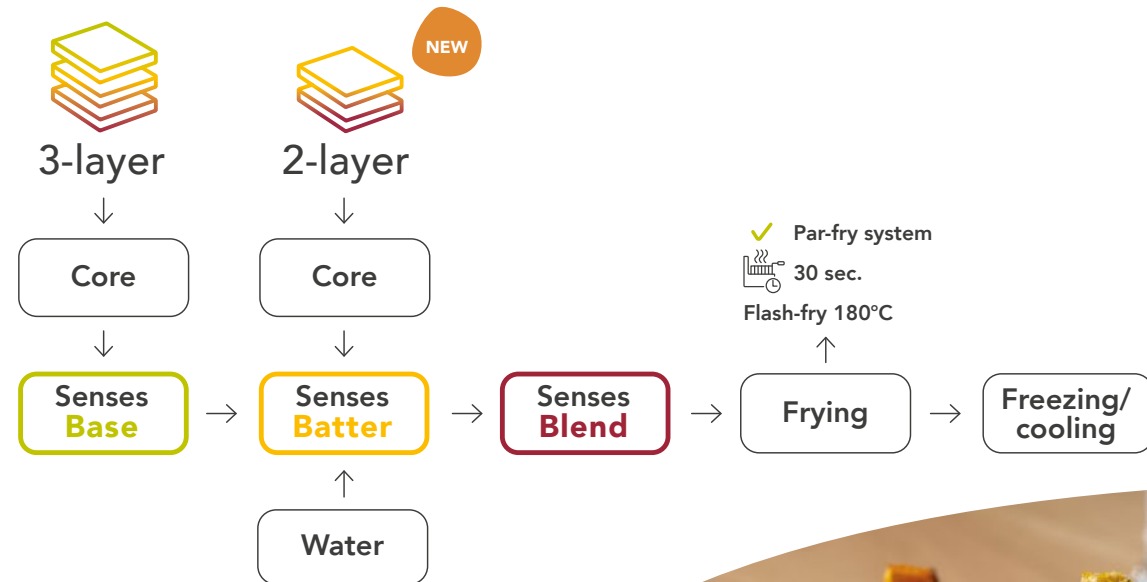
For the consumer

- ✓ Unique taste sensation
- ✓ Stimulation of all the senses
- ✓ Inspiring, worldly tastes
- ✓ 100% natural ingredients
- ✓ Clean label
- ✓ 100% Vegan

For the producer

- ✓ A ready-made concept
- ✓ No need for seasoning in the core:
 - Cost reduction
 - Reduction in complexity
- ✓ Variation in the assortment
- ✓ Proven top-level ratings from the consumer
- ✓ Taste retention after preparation

Senses multi-layer foodcoating system



Koopmans Senses guarantees a total taste experience



Senses Specials

By combining colours, textures, flavours & aromas, you can create your very own tailor-made taste sensation. Specifically for this maximum culinary freedom in food coating, the Senses Specials have been developed. These are Batters & Blends that stand out, with an explosion of colour, super crunch or striking texture.

Special batters

- 1 Batter Red**
With red beet powder. Gives a striking red color to any product, both from the inside and outside.
- 2 Batter Green**
With algae powder. Gives a striking green color to any product, from inside and outside.
- 3 Batter LC-B20**
Allround, robust batter for ultimate crunch and strength

Special blends

- 4 Blend Bretonnes**
Colorful blend with herbs and vegetable pieces, such as onions, sweet red peppers, celery, caraway seeds and parsley. *Not Clean Label*
- 5 AirCrumb**
For an extra airy and super crispy coating of meat, fish and veg.
- 6 Whole Natural**
Ideal to combine thanks to the natural from whole seeds and kernels



Create a unique sensation by playing with taste, colour, aroma and texture

KOOPMANS
Senses



Stimulate the senses of your consumers!



Five top benefits:

- ✓ Ultimate Wild Crunch experience
- ✓ Widely applicable
- ✓ Wheat based
- ✓ Vegan

Our taste sensations are ready to help you!

Taste sensation	Item	3-layer	2-layer	Weight
INDIAN <i>Curry</i>	Senses Base Indian Curry	✓	*	20kg
	Senses Batter	✓	*	20kg
	Senses Blend Indian Curry	✓	*	15kg
MEXICAN <i>Flakes</i>	Senses Base Mexican Flakes	✓	*	20kg
	Senses Batter	✓	*	20kg
	Senses Blend Mexican Flakes	✓	*	15kg
WHOLE <i>Natural</i>	Senses Base Whole Natural	✓	*	20kg
	Senses Batter	✓	*	20kg
	Senses Blend Whole Natural	✓	*	15kg
SUNNY <i>Mediterranean</i>	Senses Batter Sunny Mediterranean	*	✓	20kg
	Senses Blend Sunny Mediterranean	*	✓	15kg
SPICY <i>Chili Peru</i>	Senses Batter Spicy Peru	*	✓	20kg
	Senses Blend Spicy Peru	*	✓	15kg

* Available on request



A REVOLUTION IN TASTE

CRUNCHY *Wild Style*



THE CONCEPT

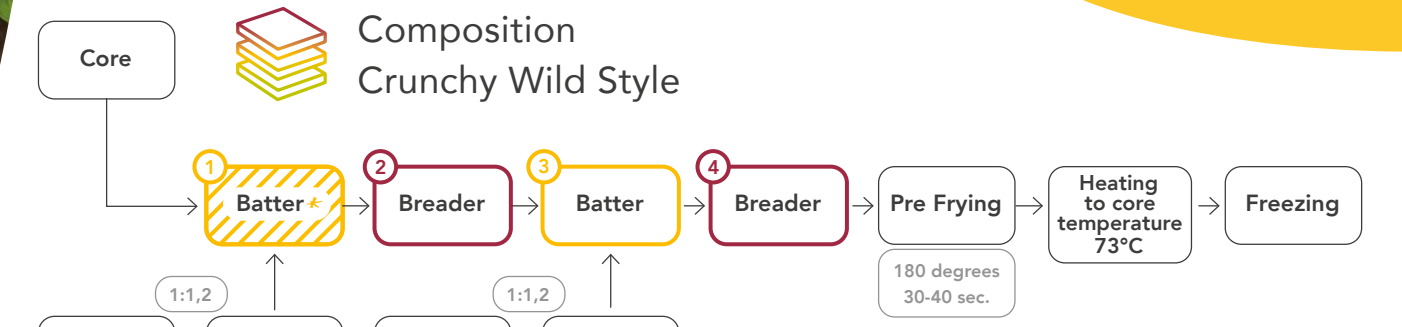
When it comes to food, taste covers multiple senses like flavour, odour, colour and texture. All contribute to the ultimate eating experience. Royal Koopmans introduces a new concept focussed on texture. A system with extreme crunchiness: The Crunchy Wild Style.

The ultimate crunch experience

Koopmans Crunchy Wild Style creates an ultimate crunch sensation, thanks to a revolutionary food-coating system. You are in control of the wildness and appearance of your product. Just by building up multiple layers. The base of the ultimate crunchy sensation is the combination of our specially developed battermix and breader where we have balanced the functional characteristics. A treat for all wild senses!

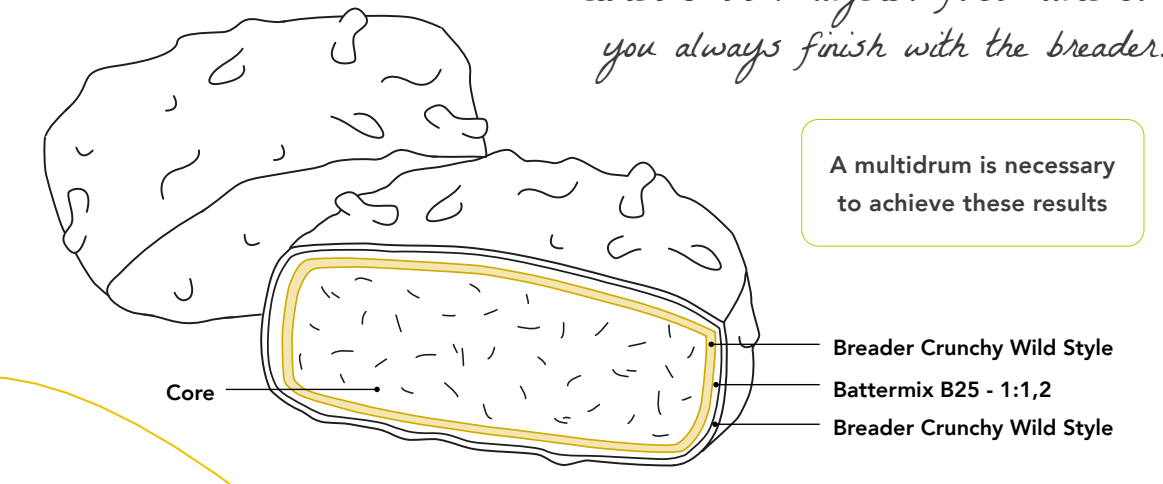
Stimulate the Senses of your consumers!

Crunchy Wild Style provides a crunchy texture to your products. In co-creation with Royal Koopmans you can alter the colour and flavour of the standard Crunchy Wild Style coating to your preferences.



* Can be left out when: you use only pure chicken or choose the 3-layer option.

**By adding more layers you can increase the wildness and crunchiness. Choose either 3 or 4 layers. Just make sure you always finish with the breader.*



A multidrum is necessary to achieve these results

Developed for chicken products:
(To be developed for other applications)

CREATE A CRUNCHY *Wild Style*

Crunchy Wild Style is the ultimate concept for extreme wild crunchiness. If you want to alter the Crunchy Wild Style concept to your specific colour and flavour preferences, please team up with our Innovation Experts!



BATTERMIX: *B25*

Article number 289152

This is a clean label wheat based battermix that provides optimal cohesion and adhesion properties in combination with optimal pick-up. It also ensures the pick-up that is required to achieve the cws appearance.

BREADER: CRUNCHY *Wild Style*

Article number 600304

The breader is a technologically balanced combination of carefully composed ingredients to ensure a wild and crunchy end product.



Using pure grain as a starting point, we develop and produce the most innovative and delicious foodcoating and ingredient solutions. Our prebreads, batters, breadcrumbs and binding solutions mean we supply a significant proportion of ingredients for food products, especially coated products.

Koopmans KIEM Innovation Centre is our testing ground for new developments. Our focus on quality and innovation is giving greater substance to our most important ambition: creating sustainable value from grain for our customers.

Together with the experienced specialists at the KIEM innovation centre, Koopmans offers the support you need to ensure that your product meets the wishes and requirements of the consumer.



*Senses Blend
Indian Curry*



*Senses Blend
Mexican Flakes*



*Senses Blend
Spicy Chili Peru*



*Senses Blend
Sunny Mediterranean*



*Senses Blend
Whole Natural*

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Pioneers in grain since 1846