

10 THINGS TO KNOW ABOUT

E.coli. Salmonella. Botulism. Listeria. Billions of dollars have been lost as a result of these food borne illnesses.

Food safety is something the public has become increasingly concerned about over the past two decades. Now more than ever before, consumers care about what they put into their bodies, and how food additives and preservatives affect their health.

But an emerging food processing protocol is providing grocers, retailers, restaurants, and other food manufacturers with radically improved products that are fresher, safer, healthier and more flavorful than ever – and, it's USDA and FDA approved. It's called HPP, or High Pressure Processing, and it's taking the food processing industry by storm.

HERE'S WHAT YOU SHOULD KNOW ABOUT IT:

- 1** Since 2000, HPP has been successfully implemented in all types of food industries worldwide. The technology is a natural, environmentally friendly process that helps maintain fresh food characteristics including the original nutrition, texture, taste, and other beneficial properties that consumers prefer.
- 2** HPP uses extremely high water pressure to work its magic. Food sealed in final flexible packaging is placed in a cylinder-shaped pressure chamber where up to 87,000 pounds of water per square inch is applied. This pressure is roughly equivalent to six times the pressure found at the bottom of the deepest ocean.
- 3** The HPP process can go on from one to six minutes, depending on what the specific food product needs to be hygienic.
- 4** The extreme hydrostatic pressure kills spores, molds, yeasts, and dangerous pathogens that may contaminate food. Even harmful enzymes are destroyed in the process.
- 5** Unlike heat pasteurization, HPP does not rob the food product of its vitamins, minerals, and other beneficial properties that consumers desire. Additionally, the taste, texture and appearance all remain the same.
- 6** No heat, irradiation, or chemical preservatives are used in the process.
- 7** HPP-treated foods have an extended shelf life, giving the products more time to travel through the supply chain, with additional time given to consumers to purchase and enjoy the product.
- 8** Because the HPP process applies hydrostatic pressure quickly and evenly, neither the size of a product's container nor its thickness affect the process' effectiveness.
- 9** Food manufacturers who use HPP can apply "clean labels" to their packaging, meaning only natural spices or flavorings are utilized. A clean label gives the modern health conscious consumer a completely safe food product that contains no additives or unnecessary ingredients.
- 10** HPP technology dramatically reduces food waste, while increasing bottom line profits for food companies due to less spoilage.

CONTACT INFO HERE
MORE INFO HERE
truefreshhpp.com

TRUE
FRESH
HPP®