

WE
CAPTURE
WHAT
MOVES



KANCOR

CULINARY PLATFORMS

ASAFOETIDA EXTRACTS THE BEST OF BALANCED FLAVOURS

Asafoetida is the dried latex exuded from the taproot of several species of *Ferula*, a herb that grows in mountainous regions. It is a flavour enhancer that is widely used in Indian cuisine to harmonise sweet, sour, salty and spicy components in food. Asafoetida increases salivation, resulting in better solubility of flavours, providing a great mouthfeel.

Commonly available asafoetida in the market has inconsistent flavour profiles. Kancor uses extraction and standardisation technology to generate pure asafoetida extracts with superior and consistent flavour profiles. The extracts come in a concentrated form, with longer shelf life and standardised flavours, throughout the year.

When it comes to the application of the product, Kancor's asafoetida extracts are more convenient to use and can be easily applied to seasonings, beverages or dough mixes.

FLAVOUR DESCRIPTORS

- **Taste** - Bitter, alliaceous and acrid.
- **Odour**- Intense, persistent, penetrating and alliaceous



VALUE DRIVERS

- Flavour enhancer
- Superior flavour
- Flavour consistency
- Higher replacement strength than commercial asafoetida
- Easy to handle
- Shelf life advantage
- Better cost in use

PRODUCT RANGE

ASAFOETIDA EXTRACT

APPLICATIONS

SOUPS
BAKED PRODUCTS
MASALAS/SEASONINGS
MARINADES
PICKLES
CURRIES | SAUCES
CONDIMENTS
MEAT/POULTRY/SEAFOOD
BEVERAGES

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