



Mas dels Fumeros  
*Sabor i tradició en cada a ma*



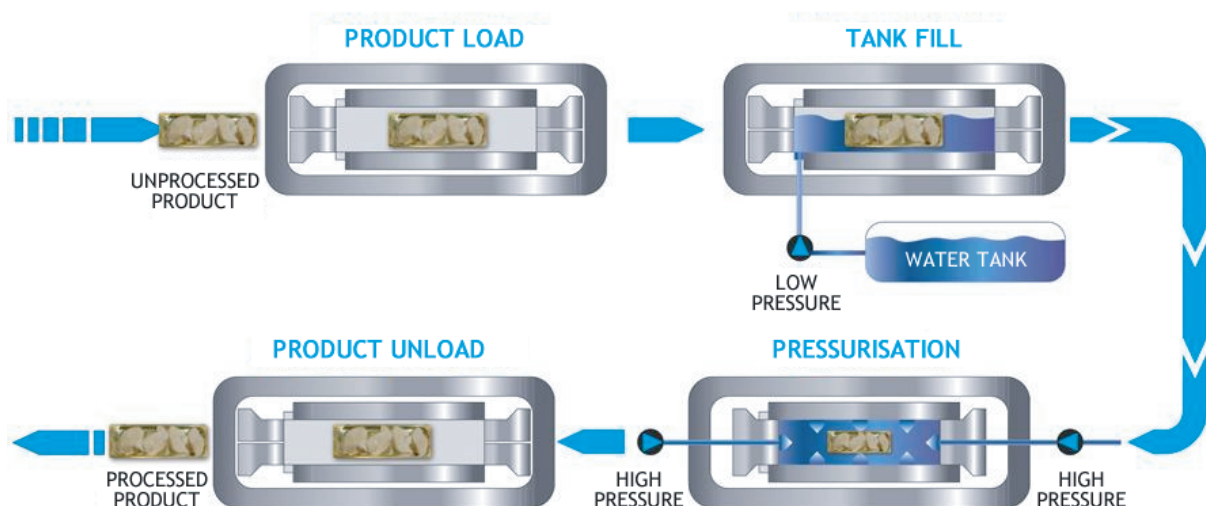
## HPP RUBBY, High Pressure processed

The growing demand of today's consumers for convenience products (ready-to-eat ready meals) with a higher sensorial and nutritional quality as well as being free of additives and preservatives, has led our company, MASÍA FUMEROS, to create our grated natural tomato RUBBY TOMATOES.

Due to the fact that the thermal treatments traditionally used in the food industry for the preservation of products, cause certain unwanted effects such as the destruction of vitamins or the change of flavor and color, in our company, we have decided on High Processing Pressures (HPP).

### What is high pressure?

High pressure processing is a non-thermal processing method in which food, in its flexible final packaging, is placed in a steel vessel and subjected to high levels of isostatic pressure (300–600 MPa / 43.500-87,000 psi) transmitted by water.





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## WHY the high pressure?

High pressure processing is a natural process, respectful with the environment and that allows to preserve to the maximum the ingredients and characteristics of the fresh product, representing a real alternative to traditional thermal and / or chemical treatments.

The Main Advantages of High Pressure technology are:

- Destruction of pathogens (Listeria, Salmonella, Vibrio, Norovirus, etc.): Food security and access to export markets.
- Increases product life: Lower returns and returns, better organization of production and logistics.
- Drastically reduces alteration flora (lactic acid bacteria, coliform ...): Higher quality during the life of the product.
- Retains the characteristics of the fresh product: sensory and nutritional properties remain intact: Higher product quality.
- Avoid or reduce the need for preservatives: "natural" seal (natural / without additives).
- New innovative proposals. Products impossible to create previously because they cannot be heat treated, can now be processed by high pressure: Innovation and competitive advantage.
- Opening of shellfish or extraction of meat from fresh crustaceans (without cooking): Higher yields, freshness of the product and minimized labor.
- Requires only water (is recycled) and electricity: Eco-friendly.

For all this, and thinking of our CUSTOMERS, at MASÍA FUMEROS, we have decided to bet on this NEW PRODUCT, trying to satisfy consumer demand without forgetting TASTE, NATURE and the ENVIRONMENT.