C-FRESH
The Safe alternative to Sulphites!

WHAT IS C-FRESH

» C-FRESH is a non-sulphite blackspot Inhibitor! The industry is in need of a cost effective alternative as consumers and retailers are demanding non-sulphite treated product due to the associated allergen and health issues.

BENEFITS OF C-FRESH

» C-FRESH ENSURES A HIGH QUALITY PRODUCT HARVEST with no effect on the flavour or texture of the product. Retailers and consumers will love your product!

» C-FRESH INCREASES YIELD & PROFITS by preventing downgrading of prawns - sell more of what is caught and earn more on what you sell!

» C-FRESH IS A COST EFFECTIVE SOLUTION: the amount of C-FRESH required will depend on whether you dip or soak the product requiring treatment - and the length of time soaked. The cost per kg of product treated will be a maximum of 10 cents per kg and as low as 1 cent per kg depending on the application process that can be adopted. The longer the soak the less mg/L of C-FRESH required.

» C-FRESH ADDRESSES THE CAUSE OF BLACKSPOT not only masking the symptoms.

» C-FRESH RESPONDS TO MARKET DEMANDS that are requesting safer, organic and natural foods including specific interest in sulphite-free foods and product.
WHAT IS BLACKSPOT

» Blackspot is a surface discolouration found on crustaceans such as prawns, shrimp, crab & lobster.

» Blackspot is a harmless but objectionable surface discolouration resulting from a series of biochemical reactions initiated and accelerated by a naturally occurring enzyme, Polyphenol Oxidase (PPO), which is present under the shell.

» Blackspot is also commonly called melanosis.

HOW C-FRESH WORKS

» C-FRESH is a 4-Hexylresorcinol compound that seeks out the enzyme responsible for the brown and black pigments that are visible as blackspot and effectively shuts down & deactivates the enzyme, preventing blackspot from occurring even after rinsing or thawing - as opposed to sulphites which rely on reduction and bleaching of the dark pigments.

C-FRESH IS EASY TO USE

» C-FRESH is conveniently packaged in 200 or 500 gram pouches. The 200 gram pouch can be directly added to 95 litres of water in a 115 litre dip tank. This solution will treat 10 dip baskets at 25 kilograms of prawn - total 250 kg. This use is similar to the recommended application of sulphites.

C-FRESH LABELLING REQUIREMENTS

» 4-Hexylresorcinol is listed as a permitted food additive for crustaceans in the FSANZ Food Standards Code.

» As 4-Hexylresorcinol is not listed as a processing aid in FASANZ it must be noted on labelling for consumers by the processor in Australia – but it DOES NOT contain sulphites!