

Prosur Launches Natural Ingredient Toolkit for Clean-Label Food Innovation

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Prosur has developed a unique toolkit of natural-ingredient solutions that protect food with food, enabling manufacturers to eliminate unwanted chemicals and meet demand for natural, clear-label products.

Research shows that consumers are increasingly aware of ultra-processed foods (UPFs), with 48 per cent globally regarding them as unhealthy and associating them with artificial ingredients and chemical additives. Additionally, when choosing which products to buy, 62 per cent say they look for recognisable ingredients, while 57 per cent prize ingredient transparency.

Tightening global regulations are also accelerating the shift towards natural, minimally processed foods. In the US, the Make America Healthy Again (MAHA) Commission is targeting reductions in UPFs, synthetic colours, and added sugars. In the EU, stricter limits on nitrite and nitrate additives in processed meat, cheese, and fish were implemented in 2025.

Targeting these needs, Prosur's Get It Natural Toolbox is a ready-to-use suite of multifunctional natural ingredients that enables the removal of synthetic additives from food and beverages. It is validated through industrial trials, independent third-party studies and real-world commercial applications.

The Get It Natural Toolbox includes:

Chemical Elimination: next-generation natural ingredient systems that remove nitrites, phosphates, sulphites, and other unwanted chemicals from processed meats while improving yield, stabilising shelf life, and maintaining texture, juiciness, and colour

Next Level Fermentation: crafted from upcycled superfoods through gentle water infusion with no solvents or additives, creating unfavourable conditions for spoilage organisms such as yeasts and moulds

Smarter Sweetener System: sourced from a sustainable, climate-resilient Mediterranean carob crop, delivering metabolic functionality through naturally occurring sugars, without artificial sweeteners or fortification

Cost-Efficient Cocoa Alternative with Fibre-Driven Digestive Benefits: a soluble, upcycled carob fibre that reduces cocoa dependency while delivering structure, digestive support, and significant cost optimisation

Juan de Dios Hernández, Prosur CEO, said: “The future of food is more natural food, and that’s exactly where we’ve been building solutions for years. As food-biotech pioneers, we revolutionised meat processing in 2015 by eliminating nitrites using nature-powered technologies, long before European regulations tightened. Today, Prosur brings its solutions to all food and beverage categories. Through the Get It Natural Toolbox, we support manufacturers in developing scalable applications that meet growing market and regulatory demands – without synthetic additives or other compromises.”

Brian Metzger, Vice President, North America, Prosur, who spoke about the MAHA initiative at the recent Future Food Tech event in San Francisco, added: “MAHA hasn’t changed our direction – it’s validated it. Our philosophy has always been simple – we protect food with food. Plants, fruits, and spices carry inherent functional and nutritional potential. When combined with upgraded ancient methods like fermentation, circular concepts such as upcycled raw materials, and modern tools like AI, these approaches unlock new ways to produce food without unwanted chemicals. The industry is now catching up with what consumers have been asking for – real ingredients, clear labels, and natural processes that work with food, not against it.”