

PRESS RELEASE

New seasoning “DÖNER STYLE”

RAPS brings oriental classics to counters

Kulmbach/Germany, October 2022: With the new seasoning BUTCHER’S “DÖNER STYLE”, the Kulmbach spice expert RAPS brings even more culinary variety to meat counters. Artisan butchers can use it, for example, to prepare long-life meat products in a sausage casing, while pre-cut flakes can be fried in the pan at home. The popular and convincing kebab flavour is particularly appealing to young people and thus helps to exploit new market potential.

In terms of taste, BUTCHER’S “DÖNER STYLE” with typical oriental herbs and garlic is every bit as authentic as the popular snack classic. While the all-in-one compound already contains salt and cutter processing aids, it is free of allergens that require labelling. The new seasoning from RAPS brings added value to meat products and appeals to new target groups.

There are many application possibilities and products that can be enhanced with the seasoning. Some ideas are "doner style" pork burgers, chicken wraps and pork platters, all of which can easily be implemented at meat counters.

Keywords: RAPS, BUTCHER’S DÖNER STYLE, seasoning, oriental

About RAPS GmbH & Co. KG

For more than 95 years, RAPS GmbH & Co. KG from Kulmbach, Germany, has been known as a first-class supplier of high-quality raw materials and a reliable source of innovation, technology and expertise. RAPS delivers both segment- and client-specific services and processes more than 1700 raw materials and ingredients from all over the world. With a total of six production sites in Europe and more than 900 employees worldwide, RAPS produces in excess of 35,000 tons of different food ingredients and additives each year.



Company Contact:

RAPS GmbH & Co. KG
Adalbert-Raps-Str. 1
D-95326 Kulmbach
Germany

Phone: +49 9221/807-0
e-mail: presse@raps.com
