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## Crispy grilling with rubs from RAPS

Fancy flavours for glorious grilled food

**Kulmbach, Germany, February 2022: RAPS is expanding its portfolio of barbecue seasonings, with so-called "rubs" increasingly en vogue. The Kulmbach-based spice expert is launching eight new dry mixes that can be easily sprinkled, bringing a range of international flavours to the barbecue. During product development, an appealing appearance of the coarse spices on grilled food was just as much a focus as an intense, authentic taste. The rubs are made of natural ingredients and contain no declarable additives.**

For its rubs, RAPS has researched current trends and drawn inspiration from cuisines around the world. In Rose Meets Malabar Pepper Rub, for example, the spice expert picks up on the botanical food trend. Green Malabar pepper, sourced from a small growing area in India, is gently combined with rose petals and ginger for an aromatic and delightful flavour experience. Hemp nuts, black cumin and sesame seeds in Peruvian Rub represent traditional Peruvian cuisine, while bush herbs and lemon notes in Rustic Bush Rub bring authentic South African barbecue food to life. Fennel, cinnamon and chilli, red Kampot pepper from Cambodia and smoked spices are other exclusive ingredients incorporated into RAPS' new blends. In addition, each rub contains a touch of sugar, which caramelizes during the cooking process and creates an appealing crust on meat, vegetables, potatoes and even cheese. RAPS uses brown demerara sugar, which is characterized by large crystals and a subtle hint of caramel.

### Exceptional taste and appearance

Applying the rubs is as simple as can be. Whether it's a steak or larger piece of meat, the chosen spice is evenly and generously distributed, and gently



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massaged in. This allows the flavours to be optimally absorbed. The seasoned, grilled food is eye-catching on the meat counter, and the added advantage of rubs is that they help prevent foods burning on the grill.

Norbert Pfaller, Head of Product Management, says: "Our aim is to offer an intense taste experience with exclusively natural ingredients. We are therefore particularly proud of our new rubs. They combine appealing visuals with uniquely authentic flavours, and with a subtlety that showcases all of our expertise."

Keywords: RAPS, rubs, barbecue, grilling

## **About RAPS GmbH & Co. KG**

For over 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.