Natural is Now. | WTI is How.

Consumers Expect Clean Labels Without Compromising Safety or Flavor.

Deli meat is under more scrutiny than ever, from retailers restricting artificial preservatives to consumers demanding recognizable ingredients. WTI helps deli meat processors meet these expectations with a complete clean label system built on vinegar antimicrobials, rosemary antioxidants, and lemon phosphate alternatives that maintain food safety, shelf-life, yield, and flavor.

Same performance. Cleaner label.
Ingredients your customers will recognize and trust.



WTI
Making Food Better, Naturally.

Deli Meat

Ready to Convert to Natural?
Scan to start the conversation.

281 MLK Ave., Jefferson, GA 30549-1447
800.827.1727 | contactus@wtiinc.com | wtiinc.com | wtiinc.com/patents



WTI ensures deli meat is safe and delicious.

Vinegar Antimicrobials

- ✓ Inhibit the growth of *Listeria monocytogenes*
- ✓ Control the growth of yeast and mold

Rosemary Antioxidants

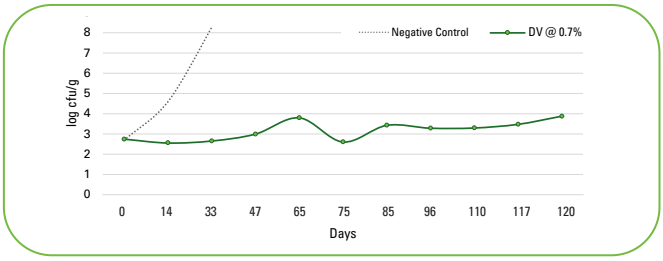
- ✓ Delay rancidity
- ✓ Preserve freshness & flavor

Lemon Phosphate Alternatives

- ✓ Increase yield
- ✓ Reduce purge
- ✓ Enhance tenderness
- ✓ Improve texture, mouthfeel, & bite

Performance without compromise.

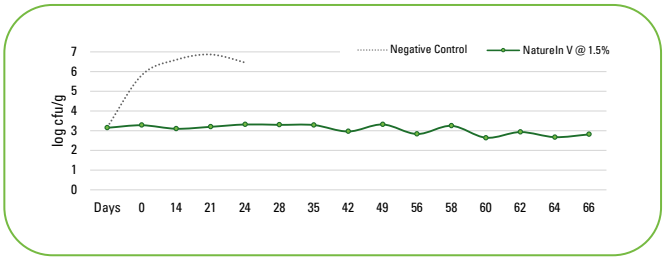
Growth of *Listeria monocytogenes* in RTE thick cut chicken



Challenge: Control outgrowth of *Listeria monocytogenes* and extend shelf-life in sliced thick cut chicken under MAP conditions.

Results: DV®, WTI's patented dry vinegar-based antimicrobial, delivered more than three times the shelf-life of untreated chicken, controlling Listeria for up to 120 days versus less than 33 days for the control.

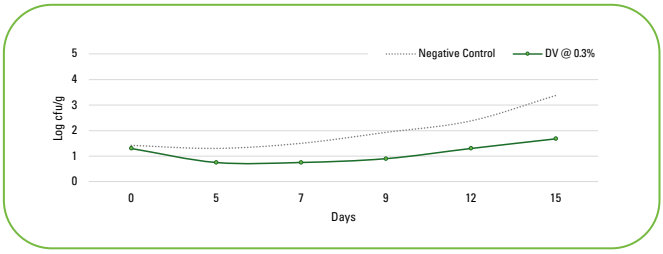
Growth of *Listeria monocytogenes* in RTE roast beef



Challenge: Inhibit growth of *Listeria monocytogenes* and extend shelf-life in ready-to-eat roast beef.

Results: NatureIn® V, WTI's liquid vinegar-based antimicrobial, controlled the growth of Listeria for more than 66 days, compared to 14 days for the untreated roast beef.

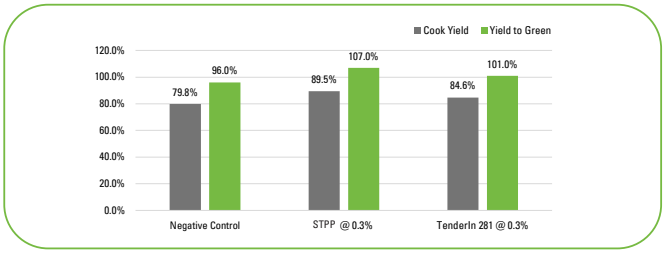
Secondary Shelf-Life: Growth of *Listeria monocytogenes* after opening the package of HPP RTE sliced ham



Challenge: Inhibit the growth of *Listeria monocytogenes* after opening the packaging of a high pressure processed (HPP) ready-to-eat sliced deli ham.

Results: Introducing DV® as a secondary inhibitor in ready-to-eat meats that are high pressure processed prevents the outgrowth of Listeria if product becomes contaminated once HPP package is opened and product is sliced.

Cook yield and yield to green in RTE deli turkey breast



Challenge: Find a clean label alternative to phosphates while maintaining yield, sensory, and texture.

Results: TenderIn® 281, WTI's lemon-based phosphate alternative, improved cook yield over the control and exceeded 100% yield to green weight, indicating effective moisture retention and functional performance.

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