

FEDERATION:
Campden BRI Magyarország Nonprofit Kft. - CBHU

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Campden BRI Magyarország Nonprofit Kft., situated in Budapest, is one of the most important service providers' food companies in Eastern and Central Europe in the areas of consultancy on European market competitiveness development, training and product development. We offer independent auditing and consultancy for members of the food industry, who want to improve their activity or that of their suppliers' activity working in the region. Our parent company, Campden BRI, UK is an independent R+D institute, which has more

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VeSage

Sliceable, vegetable based cold cuts with high nutritional value.

VeSage is a novel approach to cross nutritional functionality with practicality, creating not only an innovative food product, but a new category. It is a sliceable, vegetable based cold cuts with high nutritional value. Due to its ingredients it is also fit to eat for vegetarians, individuals suffering from lactose or gluten intolerance. It does not contain soy and artificial additives, has a high vitamin and fiber content and at the same time it is low on calories, therefore perfect for consumers on a diet, or people simply looking for a convenient product with numerous health benefits. The name of VeSage is a portmanteau from VEgetable SauSAGE, reflecting on the ingredients and

the formulation, hence practicality. When talking about cold cuts and bolognas in general, it is certain, that most people don't think about them as functional foods, but if we consider them as such, we realize that there is a scarcity in similar products based on fruits or vegetables. There are patés and spreads with such ingredients, but they lack the property of easy handling because of their rheological characteristics. Having a firm, sliceable texture is key to convenient everyday use for example in sandwiches or cold buffets. VeSage comes in two different variations, a red and a green one.

Team Presentation
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