

Galactic's new oregano flavor promotes freshness and taste

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IFFA (Frankfurt Messe, 3-8 May 2025), hall 11, booth B98: Fermentation
know-how is the key to the natural ingredient innovation Galimax Flavor
O-50.**

Brussels (Belgium), May 2025 – At IFFA 2025, Galactic, a world leader in antimicrobials, lactic acid and its derivatives, unveils Galimax Flavor O-50 – a natural solution for bringing real oregano flavor to meat and plant-based proteins whilst also preserving their freshness. During the show, Galactic holds live cooking demonstrations, giving visitors the opportunity to see first-hand how this clean label ingredient can help manufacturers develop additive- and preservative-free recipes that not only taste great but also contribute to the fight against food waste.

Galimax Flavor O-50 is inspired by two macro-market trends that have conspired to create a white space for natural fermentation-inspired innovations. Firstly, consumers are eschewing anything artificial sounding and seeking out natural products as they link ingredients derived from nature with healthy diets^[1]. At the same time, food waste is becoming a top environmental priority for consumers, with one in two taking action to minimize food waste^[2]. As a natural-origin solution that can help maintain freshness and high quality during the entire shelf-life and beyond, Galimax Flavor O-50 straddles both trends.

The launch of Galimax Flavor O-50 follows the success of Galimax Flavor F-50 – Galactic's natural basil flavoring ingredient – and taps into the increasing popularity of herbal flavors. Herbs were the fastest growing botanical flavor in food & beverage launches between 2019 and 2024^[1]. Both Galimax herbal flavoring solutions are produced via an extraction process that draws on age-old infusion and fermentation techniques and Galactic's proprietary technology to harness the flavor and preservation qualities that are inherent in natural herbs. Real leaves are infused in a vinegar solution to produce a clean-label flavoring ingredient with natural freshness properties.

^[1] Innova Database

^[1] Innova Health and Nutrition Survey 2024, Innova Lifestyle & Attitudes Survey 2024

^[2] Innova Lifestyle & Attitudes Survey 2024

Galimax Flavor O-50 delivers a rich and savory aromatic profile, dominated by an intense herbal aroma that comes from the natural oregano leaves. Subtle notes of broth-like character enhance umami depth, warm spice and delicate nutty undertones, whilst a hint of vinegar-like acidity adds complexity. This well-rounded sensory profile makes it an ideal fit for a range of savory applications, including ready meals such as lasagna or spiced dishes, sauces, dressings, meat and poultry. Trials conducted in Galactic's application lab have validated Galimax Flavor O-50's performance in all these applications and the company's technologists are currently exploring further uses, including bechamel sauce and pasta salad.

Maria Montalva, NPD process & product manager at Galactic, comments: "Fermentation experience amassed over many years has enabled us to develop these infused flavors, which are a unique proposition for the industry. We know that Galimax Flavor O-50 is exactly the type of ingredient manufacturers are looking for. It offers dual functionality, elevating the taste and aroma of savory products whilst keeping them fresher for longer – thereby supporting manufacturers in their quest to keep their ingredient labels clean and short and to reduce food waste."

About Galactic:

Galactic, established in 1994, is a global leader in fermentation technology, specializing in the production of lactic acid and its derivatives. With more than 30 years of experience, the company produces a broad range of natural antimicrobials and ingredients for both food and non-food industries. The group operates state-of-the-art production facilities in Europe, Asia and North America, supported by a dynamic team of researchers in Belgium, China and the United States, and offices in Brazil, Mexico and Japan. Committed to innovation, sustainability and quality, Galactic focuses on creating safe, healthy and eco-friendly solutions to meet the evolving demands of consumers and industries worldwide.

For further information, please visit: www.lactic.com

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