



Burg
GROUP

*Your specialist in natural
vinegar and syrups*

Young IFFI Event
18-09-2025



Agenda

- ❖ Introduction Ger Wessel
- ❖ Introduction Burg Group
- ❖ Salt reduction
- ❖ Break out

Ger Wessel

- 52 Years old, married and 3 children
- Food technologist, studied at Van Hall Leeuwarden educated in processing and QA
- July 2000 finished and started in August 2000 at Burg Azijn as QHSE manager
- 2010 as technology coordinator (production & QHSE group)
- 2020 technology and CI manager group (more focus at processing)
- June 2023 plant manager Brouwerij 't IJ
- September 2024 back at Burg as Group vinegar innovation expert





Restoring Natural Living

Burg Group is a leading producer of natural vinegar & syrups. With an entrepreneurial spirit and strong desire to make a positive environmental impact, Burg Group offers high quality products across the globe.

Patricia Surendonk
CEO Burg Group



1947



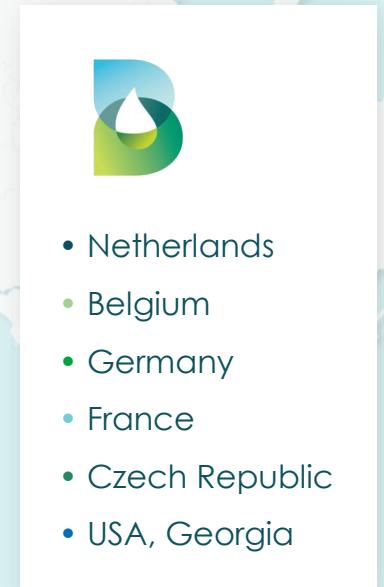
A real family company

“Being conscious of the future is embedded in the DNA of our family company. We have the responsibility to leave a healthy and sustainable company behind for future generations”

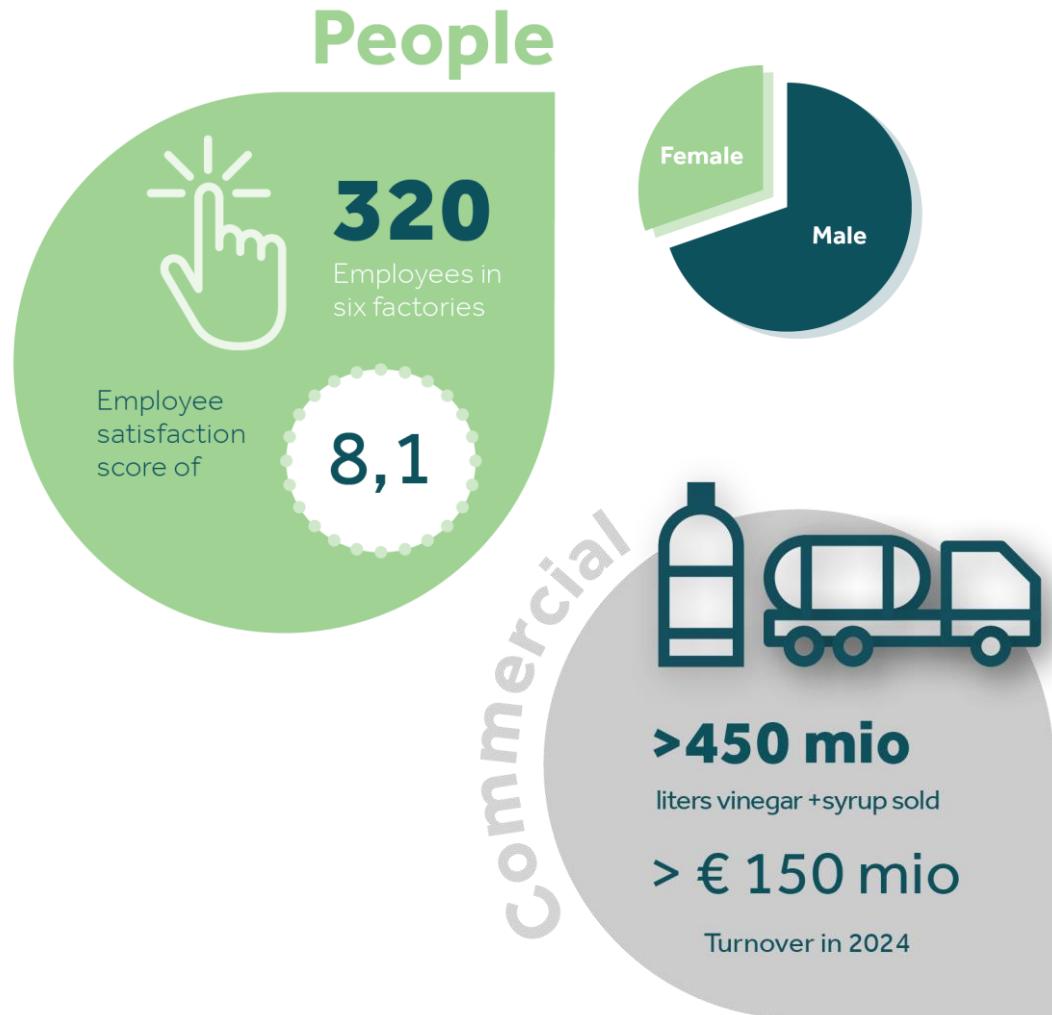
2025



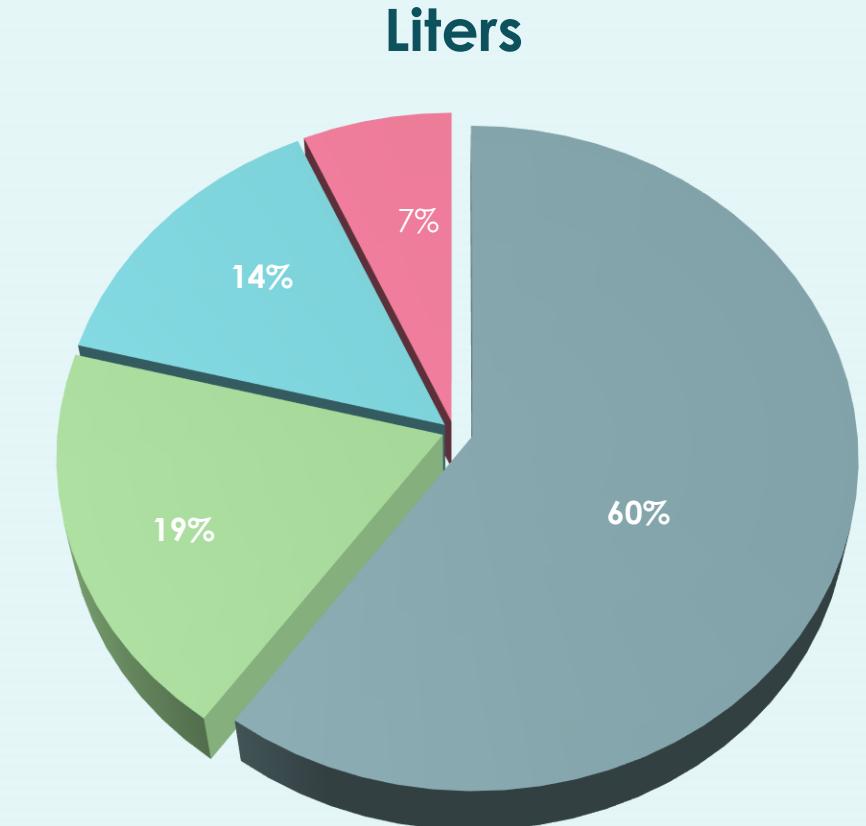
Burg Group plants



Company facts



- Bulk vinegar
- Food vinegar
- Cleaning vinegar
- Syrups



Strategy house

Purpose

Restoring Natural Living

Mission

Every day we strive to make the world healthier, tastier and cleaner with our natural vinegar and syrups

BHAG

Unlocking our full potential to make the world better.

Our pillars



Sustainable products



Happy customers



Empowered people



Efficient processes



Responsible value chain



Together



Balanced



Being in development



The freedom to make choices



Taking responsibility for the result



Be relevant

Sustainable Growth



Leveraging the power of natural vinegar

Our natural vinegars are made through a double fermentation process. In the first step, alcohol is derived from sugar beet or cane and fermented by yeast into ethanol. This ethanol is fermented in our breweries into natural vinegar by acetic acid bacteria. This process is carefully monitored.



What is vinegar?

A sour note

We have five basic flavours: sweet, sour, salty, bitter and umami. Besides these basic tastes, everything we recognize as taste, happens in the nose. But the brain has need help creating other "flavours".

Vinegar is a good tool to 'create' other flavours



Flavour carrier

Vinegar is the right base to use in your recipes to boost other flavours

Pickling, preservative

Due to its low pH (around 2) it extends the shelf life of many products. Bacteria thrive well in a pH range of 6-8

Acidifier

Changing the acidity in food stimulates certain substances to become more active, like for example yeast in bread.

Structure maker

It changes the texture of products containing protein. For example, it will make meat more tender.

Added value supplier

Our ambition is to develop from a **functional supplier** to an **added value provider** for our customers. In the business to business market, we want to achieve this by improving the nutritional values/Nutriscore of their products.

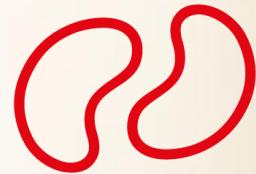
This is driven by our strategy and mission '*to make the world healthier, tastier and cleaner with our natural vinegars and syrups*'.

Mission

Every day we strive to make the world healthier, tastier and cleaner with our natural vinegar and syrups

Vinegar is a versatile ingredient that can be added to a product recipe with a low costprice increase, limited technological consequences and little sensory impact!

Our partnerships



NIERSTICHTING

Je nieren zijn je leven.



FEMALE CANCER
FOUNDATION



Prinses
máxima
centrum
kinderoncologie

iffi INGREDIENTS FOR
FOOD INNOVATORS



Burg & Product Improvement

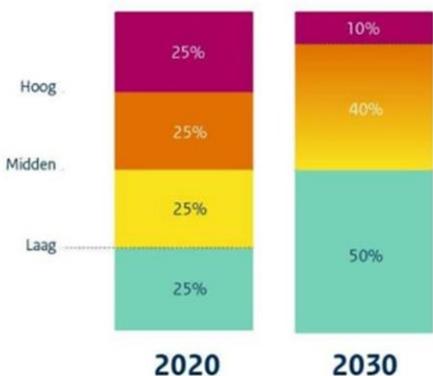
- Natural Vinegar – Natural Taste enhancer
- Partnership with the Dutch Kidney Foundation
- Logical to join the Shift Salt team
- Restore Natural Living
- Top 3 producer worldwide & largest in Europe: our responsibility to step in as a large supplier
- All Burg Group strategic pillars included



- Convince suppliers that they can make a very good product with less salt by 'only' adding more natural vinegar

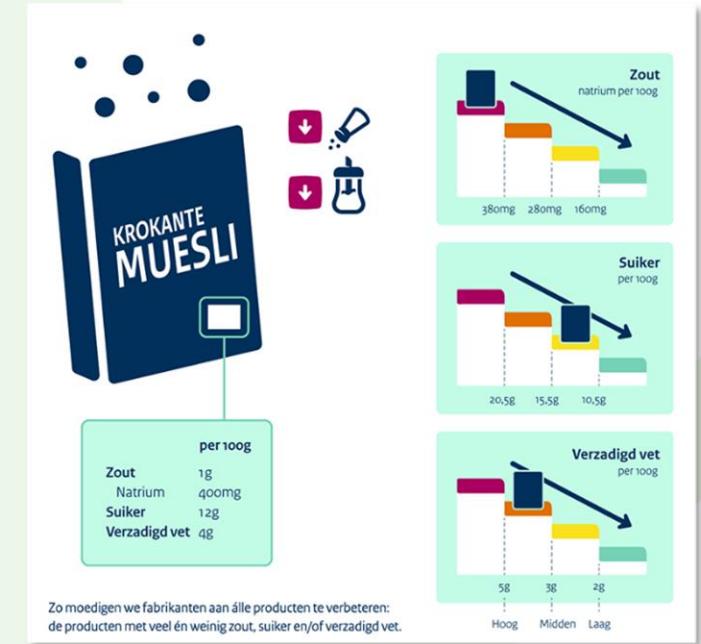
Shift Salt

- Dutch government initiative that is part of the National Prevention Agreement
- Encourage the development of more healthy products
- Criteria per product category



In 2030 moet per voedingsmiddengroep de helft van de producten tot de beste categorie behoren; en maximaal 10% tot de slechtste qua voedingswaarde.

Verdeling producten per productgroep naar hoeveelheid zout, suiker en/of verzadigd vet in 2020 en 2030



Application Development



International Customer Approach

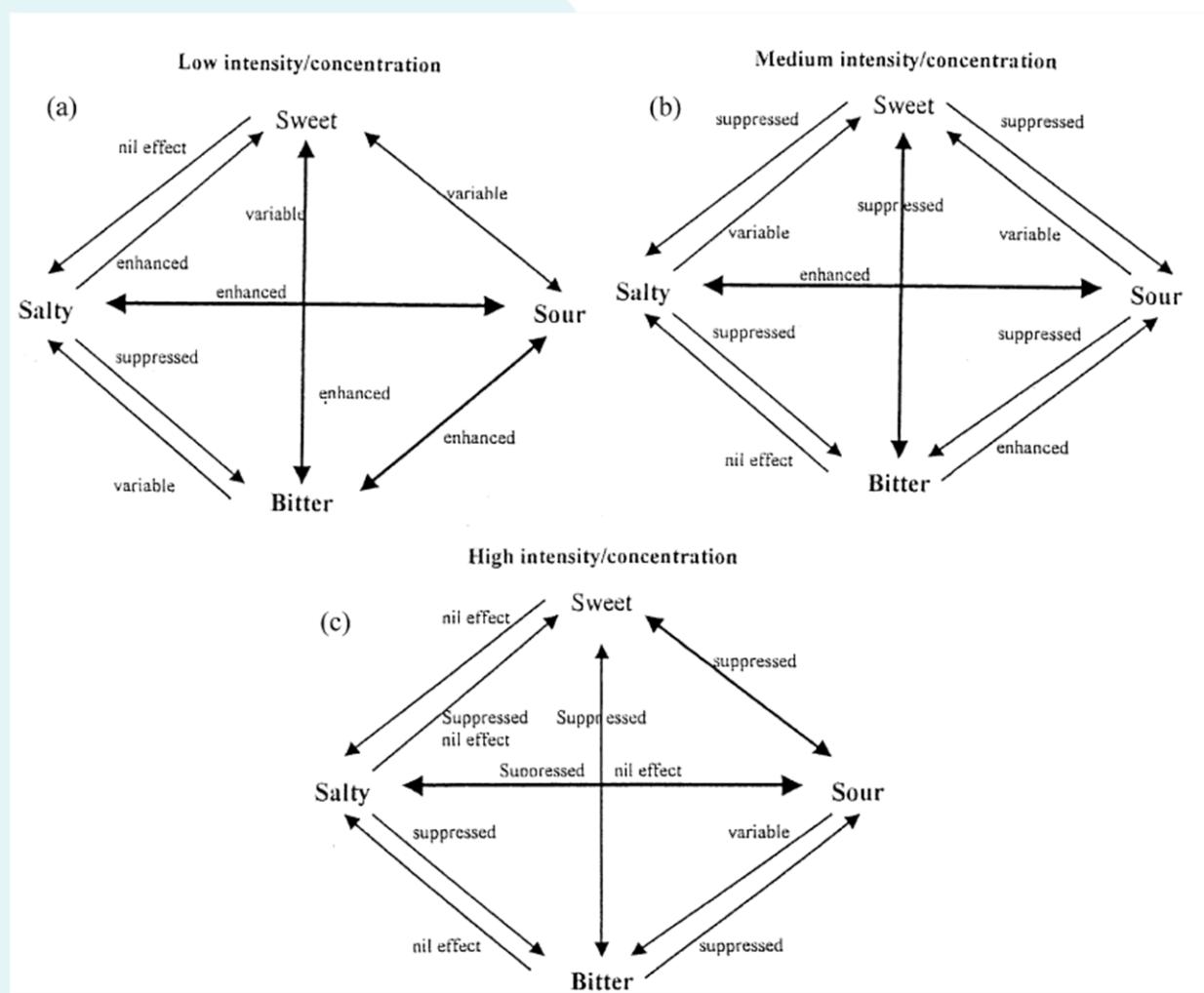
- Selection of target applications
- Deep Dive on products on the market
- Copy target product by creation of Burg recipe
- Simulate customer process
- Design new recipes with reduced salt (and/or sugar) by the use of natural vinegar
- Internal sensory analysis
- Customer tasting & presentation

Impact on organisation

- New role NPD
- Pilot lab/kitchen equipment
- Knowledge gap on some application types
- Different technologies & processes
- Instead of delivery based on price, quality and delivery reliability we also do business based on added value. This creates a different type of conversations with customers

Challenge

- 💧 Discuss & Prove. Convince that more vinegar doesn't make the product more acidic and less tasteful, on the contrary
- 💧 The enormous range (wide and depth) of applications
- 💧 Great variation in solutions between applications
- 💧 High awareness and attention for sugar reduction, but less so far for salt reduction.
- 💧 Social impact: reality or perception?
- 💧 “The use of vinegar generates too acid products”



Break out

- Started with sauce, what other markets could be interesting and why?
- Started with salt reduction, are other reductions possible (sugar)?
- Could (natural) vinegar be used for improving Nutriscore?
- ?

Tasting of ketchup

- Standard (French reference) = 0.85% acidity
- Standard with extra vinegar and 40% salt reduction = 0.94% acidity
- Standard with extra vinegar and 50% salt reduction = 0.94% acidity