

Micvac – the unique provider of in-pack pasteurisation for chilled convenience food



www.micvac.com

It all began in 2005, when the first food manufacturer launched its MicVac-processed ready meals on the consumer market. The unique patented innovations developed by MicVac definitely proved to have strong customer value – MicVac today supplies six manufacturing customers in Europe.

One astonishing success story is Rieber & Son in Norway, which invested in a MicVac production line in March 2006. That year, they sold two million packaged ready meals. In 2008, they passed the five million mark. These numbers are quite impressive, considering Norway has less than four million inhabitants.

“Rieber & Son in Norway was not even producing chilled ready meals when they first visited our demonstration plant,” says Mr. Philip Nordell, CEO of MicVac. “Today, their annual turnover of this segment exceeds EUR 13 million. In other words, our innovation strengthens the growth of our customers.”

The innovation – The MicVac Method

MicVac's objective is to combine several parameters that are beneficial for the manufacturers of chilled ready meals. Firstly, in-pack pasteurisation extends the shelf life of a chilled ready meal. Studies show that ready meals processed by the MicVac Method have a shelf life of at least 30 days at 8°C.

“With this shelf life, our customers can produce one or two recipes each day. This production cycle means efficiency,” says Mr. Nordell. “Secondly, microwave heating enables a short process time. Our customers heat their products for only 4-10 minutes.”

He continues: “As ingredients are cooked in the sealed package at no less than 95°C, we recommend that our customers use some non-processed ingredients such as dry pasta and fresh vegetables. The short process time

reduces the thermal decrease of nutritional values, colour and flavour. As a result, nutritional value can be increased in the ingredients and retained in the processed product.”

Lastly, continuous production is elemental for lean production and efficient machinery usage. The MicVac products are transported continuously through the production line. All stages of the production are continuous, from filling and sealing the package, to the microwave heating, to the cooling and storage of the products.

“Nevertheless, the MicVac Method is also an innovation for the consumer. When the product is reheated in a microwave oven the ideal eating temperature is indicated by the MicVac ‘Ready Sound’ from the package,” adds Mr. Nordell.

The offering

Together with machinery suppliers such as G.Mondini and JBT FoodTech, MicVac is able to deliver complete production lines to food manufacturers worldwide. MicVac also supplies packaging material optimised for the MicVac Method.

“Our future customers are food manufacturers looking into the chilled ready meals market with the aim to distribute high-quality products to a large market from a centralised production site. That is, where food manufacturers can combine their high-margin products together with cost-efficient production,” concludes Mr. Nordell.

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