



Mölnådal, Sweden, 18.05.2020

## **PRESS RELEASE**

### **Micvac's sealed cooking process guarantees safe, high-quality convenience food**

**The Micvac method is used by several well known food producers across the Nordic region, and also contributes to higher food safety. Since the food is cooked in sealed packs, no one touches the food until the consumer removes the film.**

**“Thanks to our method, we and our customers can guarantee a high degree of food safety without using preservatives,” says Karolina Eldh, Communication Manager at Micvac.**

By sealing the packs before the food is cooked, products with the patented Micvac valve offer a very high level of food safety. Fresh ingredients are placed in the pack, which is then sealed in plastic film with Micvac's specially designed valve. During the cooking process, the valve releases the oxygen that builds up in the pack as the ingredients are heated and the air expands. The pack is then cooled down, creating a vacuum which is crucial to keeping the product safe.

“The food is pasteurised during cooking, which kills the bacteria, and the vacuum keeps the product safe. The whole process has been developed to achieve the highest possible level of quality and food safety,” says Eldh.

#### **Safe food without preservatives**

The vacuum is a good thing for several reasons. From a transportation point of view, the vacuum helps to keep the product more compact, which means



that maximum use can be made of the available space. In terms of food storage, the vacuum prevents the food from going rancid, while also extending the shelf life and retaining vitamins, nutrients and antioxidants. What's more, bacteria cannot grow in the oxygen-free environment.

"Since the vacuum keeps the food fresh, it also means we don't need to use preservatives. Consequently, the food is as close to homemade as possible, and tastes just as good," Eldh explains.

### **The valve is the key**

Several food producers in the Nordic region use the Micvac system to seal their packs. One of the best known on the Swedish market is Gooh, but other brands such as Grön Ko, Smålandskräftan, ICA and Coop also use the method. To check whether a ready meal has been cooked using the Micvac method, consumers can look for the distinctive little valve, which looks like a sticker and can be found in the centre of the plastic film. It bears the Micvac logo, and is often concealed beneath the producer's outer cardboard sleeve.

"Another distinctive feature of products with our packs is that you can clearly see there's a vacuum inside. This is also a mark of safety for the consumer, as you can quickly see if there's anything wrong with the product. With our method, consumers can rest assured that the product is of high quality," Karolina Eldh concludes.