

SMOKEWOOD HERITAGE



HICKORY CHERRYWOOD BEECHWOOD
APPLEWOOD OAK MESQUITE SPRUCE

HERITAGE OF SMOKE — ACCORDING TO A CERTAIN WOOD TYPE

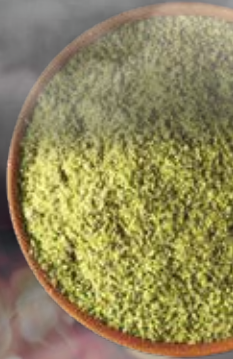
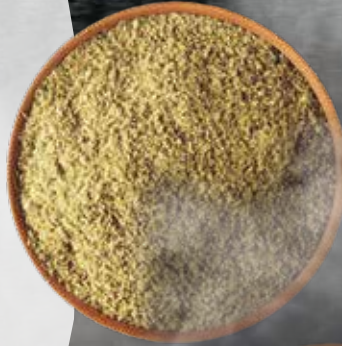
Ever since humans first discovered cooking, smoke and smoked foods have been part of the meal. Perhaps it's that ancient craving that makes smoked and wood-grilled food so appealing today. The smoke flavour has gained significant popularity, also in the snack market. With Barbecue being the third most popular snack flavour globally. With this concept, we want to show you our approach for smoked seasonings.

But what exactly makes smoke so likable?

The flavour of smoke is the result of exposing food to smoke from burning or smoldering wood. We want to transform the ancient art of smoking into cutting-edge snack seasonings that captivate the senses and elevate everyday snacks into extraordinary experiences. Therefore, we have decided to pick the most common wood types and work them into smoke flavoured snack mixes. Choosing the right type of smokewood is an important decision, as the wood type greatly influences the flavour of the snack. From the irresistible aroma of Hickory to the bold intensity of Mesquite, each wood imparts its own unique flavour.



The labelling of the wood type used on your products enables an elegant declaration and provides an authentic smoked taste without the inclusion of smoke flavourings. Additionally, this approach supports the popular heritage-style declaration, adding a modern yet classic appeal.





WOOD TYPE

CHERRYWOOD

Cherry wood smoke offers a subtle and slightly sweet smokiness that adds a delicate, fruity nuance to a variety of dishes. Its mild yet distinctive flavour is perfect for enhancing lighter meats such as poultry and pork, as well as for imparting a rosy tint to lighter-coloured foods. Cherry wood's natural sweetness and gentle smoke provide a balanced, refined taste that complements without overwhelming, making it ideal for both grilling and smoking.

SNACKMIX

CHERRYWOOD SMOKED CHICKEN

Art. No. M123924





WOOD TYPE

APPLEWOOD

Apple wood smoke is known for its mild, sweet, and fruity flavours, which brings a delicate smokiness to a variety of dishes. Its gentle aroma enhances pork, poultry, fish, vegetables and cheese with a subtle sweetness that complements their natural flavours. This versatile smokewood offers a balanced profile, making it a popular choice for those who prefer a less intense smoke. Perfect for both slow cooking and quick grilling, apple wood adds a touch of elegance and a golden hue to culinary creations, appealing to both traditional and contemporary plates.

SNACKMIX

APPLEWOOD SMOKED CHEESE

Art. No. M123921

Allergens
MILK





WOOD TYPE

HICKORY

Hickory wood smoke is celebrated for its rich, bold flavour profile. Known for its strong, bacon-like aroma, Hickory delivers a robust, flavours, and slightly sweet smokiness that enhances the natural flavours of meats and other dishes. This versatile smokewood is particularly well-suited for pork, ribs, ham, and beef, imbuing them with a deep mahogany color and a satisfyingly hearty taste. Hickory's distinctive, full-bodied flavour makes it a favourite choice for both traditional slow-cooked barbecues and modern grilling techniques.

SNACKMIX

HICKORY SMOKED BEEF BRISKET

Art. No. M123923





WOOD TYPE

BEECHWOOD

Beechwood has a mild, pleasant scent that is slightly sweet and earthy. When burned or smoked, it releases a subtle, warm smoky aroma that is neither too intense nor too sharp. Beechwood smoke pairs perfectly with various meats and fish. Its subtle flavours enhances everything from poultry and bacon to salmon and mackerel without overpowering the natural taste.

SNACKMIX

BEECHWOOD FLAME-GRILLED SALMON

Art. No. M123922

Allergens
FISH



The background of the advertisement is a dark, textured surface, possibly a piece of charcoal or a stone wall, with a subtle pattern of small, irregular shapes. On the left side, there is a vertical wooden log with a rough, greyish-brown bark. In the bottom left corner, there is a pile of light-colored, split oak wood chips. In the bottom right corner, there is a glowing fire with bright orange and yellow flames, and a dark, curved shape that looks like a piece of wood or a branch is partially visible. The overall lighting is dramatic, with the fire providing a strong light source from the bottom right.

WOOD TYPE

OAK

Oak wood smoke is renowned for its versatile and balanced flavour profile, offering a medium-bodied smokiness that perfectly complements a wide range of meats without overpowering their natural flavours. With its rich, nutty aroma and ability to impart a beautiful deep golden-brown finish, Oak is ideal for smoking beef, pork, chicken, lamb and sausages. It provides a smooth and refined smoke that enhances the flavours notes of dishes.

SNACKMIX

OAK SMOKED GLAZED PORKCHOPS

Art. No. M123925





WOOD TYPE

SPRUCE

Spruce wood smoke is celebrated for its clean, piney aroma and mild smokiness, which bring a unique and refreshing flavour to various foods. Known for its crisp, slightly sweet, and earthy notes, spruce wood is particularly well-suited for enhancing the natural flavours of fish, poultry, and vegetables, adding a subtle depth without overpowering them. Its light yet distinctive smoke offers a delicate balance that enhances culinary creations with a touch of woodland elegance.

SNACKMIX

SPRUCE SMOKED HAM

Art. No. M123926

Allergens
MILK





WOOD TYPE

MESQUITE

Mesquite wood smoke is renowned for its bold and intense flavour profile, delivering a unique blend of spiciness and subtle sweetness with a hint of bitterness. This powerful smokewood imparts a rich, robust taste that's perfect for creating authentic American barbecue experiences. Ideal for grilling, mesquite infuses meats with its signature smoky essence, making it a popular choice for enhancing the flavours of beef, game meats, and other hearty dishes. Mesquite smoke goes very well with diverse kinds of vegetables as well.

SNACKMIX

MESQUITE SMOKED PAPRIKA

Art. No. M123927





SNACKMIX

MESQUITE SMOKE-TOUCHED HERBS

Art. No. M123928

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We are Hügli, an international food company specialising in the production and sale of soups, sauces, bouillons, seasonings, functional foods, desserts, ready meals, snack seasonings and flavours.

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We specialise in developing unique snack ideas. Our experienced team works closely with you to understand your ideas and vision. We take the time to learn about your taste preferences, target group and market trends to bring you seasonings that stand out from the crowd.



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