

# AMERICAN MASTERS OF TASTE

*The National Organization Dedicated to the Pursuit of Taste Excellence*



## ***iPURA™ CLEAN STEP PROCESS***

*iPura™* has created an environmentally friendly, all-natural “Clean Step” technology that reduces pathogenic bacteria from seafood, poultry and meats more effectively than any organic process—ever! This process significantly extends the shelf life without affecting the texture, taste, color or nutritional value of the product.

The world’s first food safety brand *iPura™* will be marketed as “The Highest Standard in Food Safety™.” Sustainable Chilean salmon, Vietnamese shrimp and Chinese tilapia are the first *iPura* products featured and are available now at most U.S. grocers.

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