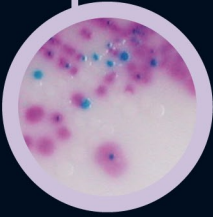
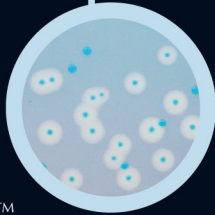


www.CHROMagar.com

● CHROMagar™
Salmonella Plus



● CHROMagar™
Listeria Method



● CHROMagar™
STEC



● CHROMagar™
Vibrio



And MORE inside!

CHROMagar solutions
For Food Microbial Q.C.

CHR  Magar
The Chromogenic Media Pioneer

The worldwide known Rambach™ agar was launched in 1989. It was the first commercially available chromogenic medium for *Salmonella* detection. Its easy reading allowed such efficiency improvement in the *Salmonella* testing, that the chromogenic technology became inevitable in the food industry.

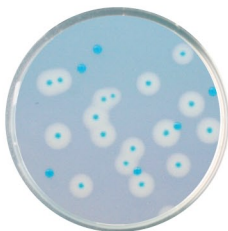
Since then, our R&D department pursues its efforts to develop new and ever more efficient chromogenic solutions for the **detection of a variety of foodborne pathogens**. Traditional methods are time-consuming, step-redundant and often complex. With CHROMagar chromogenic media, the plates reading is clear thanks to **contrasted colony colours**. In most cases, one single plate is sufficient for presumptive identification.

This leaflet gives you an overview of some of our products designed to cover the major food industry Q.C. needs. We also invite you to discover more technical data and the full range under the "Food&Water Q.C." page of our website:

www.CHROMagar.com

Detection and differentiation of *Listeria monocytogenes* from other *Listeria* species

CHROMagar™ **Listeria** Method



This AFNOR validated method was designed to simplify and speed up the detection and numeration of *Listeria monocytogenes*. With CHROMagar™ Listeria Method the workload is lighter and faster than ISO 11290 Method, and with the same accuracy.

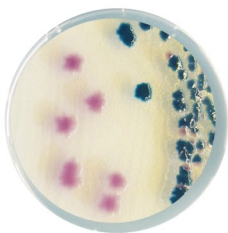
CHROMagar Listeria Method versus ISO Method

- 1 plate **vs 2**
- 1 enrichment **vs 2**
- Negative results in 2 days **vs 7**
- Positive results in 3 days **vs 11**
- 1 confirmation test **vs 8**

Visit our webpage on CHROMagar™ Listeria and Identification Listeria

Detection and direct differentiation of pathogenic *Yersinia enterocolitica*

CHROMagar™ *Y.enterocolitica*



- **Colourful differentiation of pathogenic *Yersinia enterocolitica*:** On CHROMagar™ *Y.enterocolitica*, the pathogenic biotypes grow in a distinctive mauve colour, differentiated at a glance, from the non pathogenic which grow metallic blue.

Visit our webpage on [CHROMagar™ *Y.enterocolitica*](#)

Detection and enumeration of *Bacillus cereus* group

CHROMagar™ *B.cereus*



- **Highly sensitive and specific for cereus group compared to MYP or Mossel agar.**

The classical MYP or Mossel agar rely on the inability of *B.cereus* to utilise the mannitol, which renders the plate reading difficult in the presence of abundant flora. CHROMagar™ *B.cereus*, thanks to the chromogenic technology, overcomes this difficulty.

Visit our webpage on [CHROMagar™ *B.cereus*](#)

ISO FORMULATION MEDIA ALSO AVAILABLE

- **E. sakazakii Agar (ISO/TS 22964:2006)** Detection of *E.sakazakii*
- **TBX (ISO 16649:2001)** Detection of *E.coli*

Isolation and detection of *V.parahaemolyticus*, *V.vulnificus* and *V.cholerae*

CHROMagar™ **Vibrio**



Among *Vibrio* species, *V.cholerae*, *V.vulnificus*, and *V.parahaemolyticus* represent a serious health hazard if found in food and water.

Unlike TCBS agar, these 3 species are easily differentiated in CHROMagar™ *Vibrio*, by a different intense colony colour.

The performance of this medium remains unrivalled⁽²⁾.

Visit our webpage on [CHROMagar™ *Vibrio*](#)

Detection and isolation of *Salmonella* species including *S.typhi*, *S.paratyphi* and lactose positive *Salmonella*

CHROMagar™ **Salmonella Plus**



• CHROMagar™ *Salmonella Plus* meets ISO 6579:2002

requirements by detecting also lactose positive *Salmonella* with a **99%** of specificity/sensitivity⁽³⁾.

• Another interesting feature of this medium : ***E.coli* are colourless** contrary to other media where the blue colonies could potentially hide the few *Salmonella* colonies.

Visit our webpage on [CHROMagar™ *Salmonella Plus*](#)

ALSO AVAILABLE AT CHROMagar

• CHROMagar™ *E.coli*
Detection of *E.coli*

• CHROMagar™ ECC
Detection of *E.coli/coliforms*

References: (1) K.A. Bettelheim, 1998. Reliability of CHROMagar O157 for the detection of enterohaemorrhagic *E.coli* (EHEC) O157 but not EHEC belonging to other serogroups. *J.Appl. Microbiol.*85:425-428. (2) "Comparison between thiosulphate-citrate-bile salt sucrose (TCBS) agar and CHROMagar *Vibrio* for isolating *Vibrio parahaemolyticus*". Angela Di Pinto*, et al.

Isolation and direct differentiation of *Staphylococcus aureus*

CHROMagar™ Staph aureus



- **Easy to prepare:**

Compared to the complex preparation of the conventional Baird-Parker supplemented with RPF, CHROMagar™ Staph aureus comes with all the compounds already in the agar (no need of supplement).

- **Fast:** CHROMagar™ Staph aureus results are available after only 24 h. (vs Baird Parker: 48h)

Visit our webpage on [CHROMagar™ Staph aureus](#)

Detection of Shiga-Toxin producing *E.coli* (STEC)

CHROMagar™ STEC



- **Easy reading** : a majority of STEC strains grow in mauve colony color, while other bacteria grow in blue, colourless or are inhibited.

- **Highly STEC selective medium:** excellent tool for high throughput of screening procedures.

- **Worldwide premiere:** unique medium in the market for STEC detection.

Visit our webpage on [CHROMagar™ STEC](#)

Only looking for *E.coli* O157 ?

Contrary to Sorbitol Mac Conkey agar which requires an expert eye to distinguish sorbitol-negative colonies among the bacterial flora, **CHROMagar™ O157** simplifies this task: *E.coli* O157 grows in a strong **mauve** colour while other *E.coli* remain blue. It exhibits a high sensitivity/specificity⁽¹⁾ and allows a rapid detection diagnostic, in only a 24 hour incubation period.

Visit our website
www.CHROMagar.com

CHROMagar Solutions for Food Microbial Q.C.

CHROMagar™ B.cereus
CHROMagar™ E.coli
CHROMagar™ ECC
CHROMagar™ Listeria Method
CHROMagar™ Staph aureus
CHROMagar™ Salmonella Plus
CHROMagar™ STEC
CHROMagar™ Vibrio
CHROMagar™ Y.enterocolitica
E.sakazakii Agar
TBX



● Rapid
& Accurate



Highly
Sensitive



● Intense
Colours

**Ask your local distributor
for more information**

CHROMagar

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For more information about our products, please refer to our website / Technical Documents.
CHROMagar O157, CHROMagar STEC: For Research Use Only in the USA.