

The invention relates to the use of a carboxymethyl cellulose (CMC) in processed meat products, such as liverwurst, wienerwurst, bratwurst, hamburgers and hams, wherein the CMC is characterized by forming a gel at 25°C after high shear dissolution in a 0.3 wt% aqueous sodium chloride solution, the final content of the CMC in the aqueous sodium chloride solution being 1 wt% for a CMC having a degree of polymerization (DP) of >4,000, 1.5 wt% for a CMC having a DP of >3,000-4,000, 2 wt% for a CMC having a DP of 1,500-3,000, and 4 wt% for a CMC having a DP of <1,500, the gel being a fluid having a storage modulus (G') which exceeds the loss modulus (G'') over the entire frequency region of 0.01-10 Hz when measured on an oscillatory rheometer operating at a strain of 0.2. Preferably, the processed meat product comprises beef, pork or poultry. The CMC may also be used in combination with hydrocolloids such as carrageenan, collagenous protein, konjac or starch.