



Process Tolerant Clean Label Starches

The Ingredion group of companies is launching a revolutionary addition to its Novation® range of clean label (no E number) starches – the Novation Endura series. The first product to be launched within this new range is Novation Endura 0100 starch offering the highest process tolerance ever available, as well as maximum stability. This new series of clean label starches enables food manufacturers to create a wider range of appealing, additive-free and natural food products than ever before, including dairy desserts, fruit preparations, sauces and salad dressings.

As one of the first new product launches, Novation Endura starch pushes the boundaries in clean label food formulation, and demonstrates the company's commitment to creating pioneering ingredient solutions. Novation Endura starches have the ability to withstand higher cooking temperatures and shear conditions, offering optimal performance in a broader number of applications than ever before.

Novation Endura starches are particularly suited to dairy-based products, traditionally a challenging area for clean label reformulation due to high temperature process conditions. They also deliver great stability throughout a product's shelf-life, even through freeze/thaw cycles during storage. The neutral color and texturizing properties

allow food manufacturers to create a wider variety of thick, glossy food and beverage products with indulgent textures while maintaining a clean label, boosting consumer appeal. They can also be used to provide process tolerance and stability in other applications such as dips, sauces and ready meals.

Aaron Edwards, Director, Global Wholesome Ingredients, Ingredion UK Limited, comments, "We're excited to be offering the most technically advanced clean label starches to the global food and beverage market. Reflecting our advanced clean label capabilities, and as a result of continued strategic development efforts, Novation Endura starches offer food manufacturers even greater process tolerance and stability for their clean label products. We understand how important the clean label trend is, and are dedicated to offering best-in-class technologies and ingredients, as well as key market insights and technical formulation expertise to assist food manufacturers. With Novation Endura starches, food manufacturers can easily reformulate products to achieve high quality additive-free food and beverages that still deliver on taste, texture and appearance."

Simply labelled as 'starch', Novation Endura starches contribute to the simple ingredient listings that are increasingly popular among consumers. The latest

research commissioned by Ingredion indicates that nearly 80 per cent of consumers think a short, simple ingredients listing is important or very important when considering their purchases, demonstrating the continuing importance of the clean label trend across the world.

"The UK has spearheaded the evolution of the clean label trend, with consumers demanding simple ingredient listings and driving new product development. In recent years we've also seen huge demand for clean label food and beverage products throughout the EMEA region, particularly in France and Germany. Novation Endura starches make it easier than ever for food manufacturers to reformulate their products, for example custard in the UK and Vla in the Netherlands, to deliver the simple ingredient listings that European consumers demand."

As the world's leading supplier of functional native starches to the food and beverage industry, Ingredion has been actively involved in the clean label trend since its inception over two decades ago. Novation Endura starches are the latest addition to its clean label portfolio which includes over 25 clean label starches to deliver superior functionality and performance with an additive-free positioning.

Key No. 80222