

Textural and processing stability. . . but with a clean label

Functional native starches and flours



Unexpected textural and processing functionality from native starches and flours



The trend for additive-free foods made with recognizable ingredients continues to grow because more and more consumers are reading labels and seeking natural and organic options. Food manufacturers are looking for nature-based options which offer enhanced end product appeal.

Ingredion has two families of clean label ingredients to help processors meet the increasing demand for natural and organic foods — NOVATION® functional native starches and HOMECRAFT® functional flours.

NOVATION starches

Our NOVATION range of functional native starches — based on waxy maize, tapioca, potato and rice — meets the needs of both consumers and manufacturers. For consumers, NOVATION starches label simply as “corn starch,” a familiar, trusted ingredient. For manufacturers, these unique products deliver the processing benefits of traditional modified starches with the advantage of a simple, consumer-friendly label declaration. The product line also includes certified organic versions that help food processors comply with organic standards. NOVATION starches enable food manufacturers to produce high-quality, stable and convenient foods with clean labels or organic claims.

A world of innovation

Made with revolutionary, patented processing technology, the NOVATION range demonstrates Ingredion’s capabilities as a leading producer of specialty ingredients. The portfolio also underlines our commitment to technical advancement that aligns with market needs.

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Process tolerance in a native starch

NOVATION starches offer — in a native starch — similar food processing characteristics to traditional modified starches:

- shear, pH and process tolerance
- viscosity, texture and shelf stability

In addition, characterized by their neutral flavor profile, NOVATION starches allow the inherent flavors of the recipe to shine through.

Wide-ranging application

NOVATION starches can be used to enhance the quality of a broad range of processed foods: from dairy products to soups, condiments and dressings; from sauces and gravies to fruit preparations.

Prima for premium stability

NOVATION Prima starches provide exceptional freeze/thaw and shelf life stability, preventing syneresis, gelling and graininess. Extensive tests have shown these starches to be comparable to select traditional modified starches in terms of textural stability and processing tolerance.

NOVATION Prima starches are especially effective in:

- frozen foods
- refrigerated food products with critical storage stability requirements
- food products subjected to temperature variations
- shelf stable foods

HOMECRAFT functional flours

Chefs and consumers alike appreciate flour for its contribution to taste, appearance and texture. However, traditional flours can’t withstand rigorous food processing conditions and extended storage requirements. HOMECRAFT functional flours are different.

They give a natural, rich and luxurious appearance, indulgent, smooth texture and creamy mouthfeel and authentic flavor to prepared foods. Process and end product variability are reduced, while processing times and batch-to-batch consistency are improved with HOMECRAFT functional flours. All this is accomplished with a consumer-friendly label.

NOVATION Endura™ Get unprecedented process tolerance

With the highest process tolerance of any functional native starch on the market, NOVATION Endura starch allows you to launch more products with a clean and simple label than ever before — all with the great taste and texture consumers expect.

NOVATION Endura series, advances the ability of NOVATION® functional native starches to withstand harsh processing conditions-UHT, HTST, homogenization, high heat, high shear, long cooking time.

Use NOVATION Endura starch in these applications:

- frozen foods
- refrigerated food products with critical storage stability requirements
- food products subjected to temperature variations
- shelf stable foods

Resources to help you succeed

Ingredion provides its customers with the resources to help them produce winning formulations, like our Idea Labs global center with a newly updated pilot plant. The facility is staffed with formulators, researchers and Culinologists, can be used by our customers to help them resolve texture issues or help them create differentiating textures and deliver clean label texture solutions.

Our Sensory Team uses our proprietary TEXICON™ texture language and trained descriptive panelists to translate consumers’ basic descriptions of food textures (e.g., smooth, crunchy, creamy, rich) into comprehensive technical terms that can be applied to guide food formulators.

Wide-ranging new product opportunities

NOVATION starches and HOMECRAFT flours open up a wealth of new opportunities for food manufacturers wanting to make clean label, additive-free, premium convenient or organic foods. To get started on your next project, call: 1-866-961-6285 or go to ingredion.us.



Ingredion[™]

**Developing ideas
Delivering solutions**[™]

Ingredion Incorporated
5 Westbrook Corporate Center
Westchester, Illinois 60154

Toll Free: 1-866-961-6285 | Tel: 908-685-5555
www.ingredion.us

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