

IMPROVE PERCEPTION

Maximize FRESH potential



“FRESH” has many different meanings that are driven by consumer perception.

Consumers determine a product’s freshness along a continuum – from where they find a product in the store – to looking at the front-of-pack claims and packaging – to the back-of-pack labels and ingredients – to the experience of eating it. According to our proprietary consumer research, center-of-store products such as shelf-stable and frozen products are perceived to be less fresh than those found elsewhere.¹ But there are steps you can take to freshen up your foods and beverages in the eyes of consumers – and stand out in the aisle.

SENSORY EXPERIENCE™ 

Ingredient
idea labs™ 
IDEAS TO SOLUTIONS

FRESH ways to transform your brand

Improve the fresh perception of your shelf-stable and frozen products.

By better understanding the consumer perception of product freshness in the center-of-store retail space, you can develop new products or freshen up existing ones to better resonate with today's consumers. Rely on our proprietary consumer research to give you insights into the fresh trend.

1. Improve the fresh perception of your product by updating your packaging and front-of-pack product claims. State product benefits and offer a modern and enticing design.¹
2. Clean up your back-of-pack labels by using simple, recognizable ingredients to help move your foods along the continuum of fresh perception.¹
3. Provide an exceptional eating experience with product textures that indicate freshness, such as home-style.¹

Product claims that communicate "FRESHNESS"²

| | |
|------------------------|---|
| Shelf-stable soups | Made fresh No preservatives Chicken/beef raised without additives |
| Shelf-stable dressings | No preservatives Made fresh No additives No artificial flavors |
| Frozen meals | Made fresh Chicken/beef raised without additives No preservatives Home-style |

Insight and expertise to help you get FRESH

Clean labels are part of how consumers perceive freshness. At Ingedion Idea Labs™ innovation centers, take advantage of our broad expertise and capabilities in clean label leadership to reformulate and launch new products with simpler labels that go hand in hand with the ever-growing fresh phenomenon.

Innovate with SENSORY EXPERIENCE

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Most-preferred ingredients by consumers as found in the center-of-store products²

wheat flour corn starch
 potato starch tapioca starch
 VEGETABLE JUICE RICE STARCH
 TAPIOCA FLOUR PULSES pea protein
 soybean lentil flour RICE FLOUR

Ingredion innovation

Only Ingedion brings you the insight, expertise, clean label, non-GMO, and gluten-free ingredient solutions you need to transform your products from basic to refreshed.

- Deliver the same texture and cold temperature stability as traditional modified starches with **NOVATION PRIMA**® functional native corn starches.
- Offer home-style texture, process stability and shelf life with **HOMECRAFT**® functional tapioca and rice flours.
- Enable development of gluten-free, healthier and nutritious products with **HOMECRAFT**® Pulse-based flours, which can read as pea, lentil, faba bean, chickpea flour on your ingredient list.
- Add “plant-based source of protein” claims to your product packaging with **VITESSENCE**™ Pulse-based proteins. Can read as chickpea, faba bean, yellow lentil and yellow pea protein on your ingredient list.
- Reduce sugar and provide a consistent, clean taste with naturally-based **ENLITEN**® Reb A stevia sweetener.
- Deliver on demand with **non-GMO sweeteners**—manufactured in North America.

REFERENCES:

1. InVivo BVA – Ingedion proprietary research, 2015
2. Clean & Clear Consumer Insights – Ingedion proprietary custom study, 2016



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