

CLEAN LABEL. PLANT PROTEIN. PET OWNER-APPROVED.

# Create on-trend pet food and treats with powerful plant-based solutions



Formulate the protein rich, clean label products today's pet owners want that deliver the nutrition pets need with Ingredion's highly functional, plant-based ingredient solutions

Consumers increasingly want clean label, highly nutritious foods and beverages for their whole families — including their pets. From short lists of recognizable ingredients to “free from” front-of-package claims, consumers expect their pets' food to be as clean and simple as their own.<sup>1</sup> Formulate the pet food and treats that consumers will love feeding to their four-legged family members with innovative plant-based solutions from Ingredion. Our starches and protein concentrates from peas and flours from lentils and chickpeas can help you create appealing, nutritionally balanced products with in-demand label claims — helping you set your brand apart.

CLEAN & SIMPLE™ 

Ingredion  
**idea labs**   
IDEAS TO SOLUTIONS

# Satisfy pets and owners alike

From clean label and non-GMO claims to products rich in protein and micronutrients, today's pet owners are shopping for pet food and treats that they can feel good about putting in their pets' dishes.<sup>2</sup>

Create pet products that meet consumers' expectations and that will win their pets' approval, too, with innovation from Ingredion. Our PURITY® pea starches, VITESSENCE® pea proteins and HOMECRAFT® Pulse flours allow you to replace other starches, flours and proteins for complimentary protein combinations while delivering the performance you need in canned foods, gravies, dry kibble, treats, biscuits and more. These solutions also support the on-trend non-GMO claims and clean labels your consumers want, giving pet owners more reasons to choose your products.

## FUNCTIONAL SOLUTIONS FOR APPEALING, WHOLESOME PET PRODUCTS

Ingredion plant-based solutions can help you meet your clean label and nutrition goals while providing the functionality necessary to create enticing pet food and treats.



### CREATE IN-DEMAND PET FOOD AND TREATS WITH INGREDION

Work with Ingredion to access our broad portfolio of plant protein solutions as well as the capabilities of our Ingredion Idea Labs® innovation centers globally. Our experts have the consumer insights, applied research, applications knowhow and culinary and nutrition expertise to help you create owner-approved pet food and treats and get new products to market fast.

FEATURES	PURITY® P 1304 pea starch	PURITY® P 1002 pea starch	VITESSENCE® Pulse 1550/1556 pea protein concentrate (powder/pelleted)	HOMECRAFT® Pulse flour 4101	HOMECRAFT® Pulse flour 2101
LABEL	Pea starch	Pea starch	Pea protein	Chickpea flour	Lentil flour
APPLICATIONS	Canned foods, semi-moist treats, kibble, biscuits, extrusion and injection molded treats	Canned foods, biscuits, extrusion and injection molded treats	Canned foods, semi-moist treats, kibble, biscuits, extrusion and injection molded treats	Canned foods, semi-moist treats, kibble, biscuits, extrusion and injection molded treats	Canned foods, semi-moist treats, kibble, biscuits, extrusion and injection molded treats
Enables clean label, grain-free and gluten-free claims	✓	✓	✓	✓	✓
Enhances nutritional value	✓		✓	✓	✓
Enhances protein content	✓		✓	✓	✓
Can replace animal byproduct protein			✓		
Provides texture and structure	✓	✓	✓	✓	✓
Improves water and fat binding	✓		✓	✓	✓
Offers thickening and gelling functionality	✓	✓		✓	✓
Increases efficiency of extrusion and injection molding	✓	✓			

Innovate with CLEAN & SIMPLE  
[ingredion.us/animalnutrition](https://www.ingredion.us/animalnutrition) | 1-800-713-0208

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Sources: 1. 3 pet food trends that continue to redefine the industry, Petfoodindustry.com, January 2018  
 2. Humanization drives growth in alternative pet food sector, Petfoodindustry.com, March 2016

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