

GLUTEN-FREE AND LABELS AS “RICE FLOUR”

Get superior functionality and chew quality



Introducing new **HEMECRAFT®** Create multi-functional rice flours

What if you could get high functionality, but with a gluten-free, clean label flour? Now you can with new HEMECRAFT Create multi-functional rice flours. Provide product structure and strength, reduce breakage, increase chew time or retain moisture to deliver a superior chew quality and eating experience in canned pet foods, gravies, dry kibbles, treats and biscuits.

CLEAN & SIMPLE™ 

Ingredient
idea labs 
IDEAS TO SOLUTIONS

Get what you need with the competitive edge of a gluten-free, clean label

Delivering the right structure and strength in your products with less breakage and increased chew time requires just-right ingredient functionality. While modified starches or other grain-based starches can provide this kind of functionality, today there is a clean label and gluten-free solution that offers fresh advantages: **HEMECRAFT®** Create multi-functional rice flours.

Chewable experiences so pleasing, they differentiate your brand

HEMECRAFT Create multi-functional rice flours offer the process tolerance, stability in low pH conditions, bland flavor and freeze/thaw stability your products need to build functional, clean label appeal — so pets can give your products a “paws up.”

FEATURES	HEMECRAFT CREATE 835	HEMECRAFT CREATE 860	HEMECRAFT GF 10	HEMECRAFT GF 20
Label	Rice flour	Rice flour	Tapioca and rice flour	Tapioca and rice flour
Applications	Canned pet foods, gravies	Dry pet foods and treats	Dry pet food and treats/ biscuits	Dry pet food and treats/ biscuits
Provides texture and structure		✓	✓	✓
Modifies chew		✓	✓	✓
Freeze/thaw stability	✓			
High/low temperature stability	✓	✓		
Provides viscosity	✓	✓	✓	✓
Moisture control	✓	✓	✓	✓
Moderate to high process tolerance	✓	✓		
Low to moderate process tolerance		✓		
Gluten-free	✓	✓	✓	✓
Used to replace wheat flour			✓	✓



NEW FROM THE CLEAN & SIMPLE INNOVATORS

Our experts are as passionate about pets and clean label options as you and your consumers are. That’s why we’re building upon our experience in clean label formulation by bringing you innovative ingredients that solve your challenges and enable exciting benefits. With our 27 **Ingredient Idea Labs®** innovation centers around the world, we can help you create enticing pet products with the expected and accepted ingredients consumers seek.

Innovate with CLEAN & SIMPLE

To take the lead in new or improved pet food and treat products, contact us.

ingrediention.us/animalnutrition | 1-800-713-0208



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