

EXCEPTIONAL **PROCESS TOLERANCE** FOR CHALLENGING APPLICATIONS

# NOVATION Endura™ 0100



## Get unprecedented process tolerance for clean label dairy and savoury products

With the highest process tolerance of any functional native starch on the market, NOVATION Endura 0100 starch allows you to launch more products with a clean and simple label than ever before—all with the great taste, texture and visual appeal consumers expect.

# Ingredion introduces next-generation clean label process tolerance

Continuing to pioneer new clean label ingredients, the Ingredion group of companies has launched the NOVATION Endura series, advancing the ability of NOVATION® functional native starches to withstand harsh processing conditions.

The first of the series, NOVATION Endura 0100 starch, allows you to achieve your product goals with a clean label starch.

- Keep appealing product texture despite high heat and high shear in processing
- Stay shelf-stable throughout product life, including chilled and frozen storage

## The labels consumers want to see

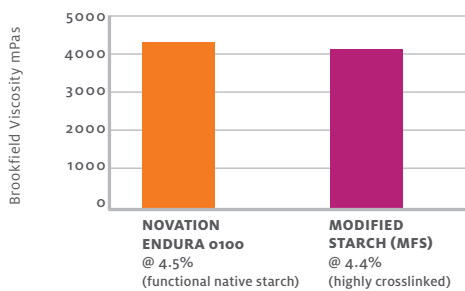
European consumers in growing numbers seek clean labels on their foods and beverages. With NOVATION Endura 0100 starch, you can use all-important front-label claims such as “additive-free” and “no artificial ingredients” as well as back-label ingredient lists that read like those of homemade recipes. The label is maize starch, or cornflour in the U.K.

## Maintain taste, texture and visual appeal

While a clean label might be the reason for a first purchase, consumers will buy your products again and again because of the eating experience. The clean flavour profile of NOVATION Endura 0100 starch won't mask even delicate flavours as it adds structure and stability. The clean colour and flavour are well suited for sensitive applications such as custards and white sauces.

### CUSTARD (viscosity comparison)

(65°C homogenisation temperature)



NOVATION Endura 0100 functional native starch matches MFS viscosity

### SEE WHAT'S POSSIBLE

Engage the clean label experts.

[apac@ingredion.com](mailto:apac@ingredion.com)

+65 6872 5335 | [apac.ingredion.com/endura](http://apac.ingredion.com/endura)



NOVATION Endura™

### THE RIGHT INGREDIENT AND COMPANY TO TACKLE WHOLE NEW APPLICATION AREAS

NOVATION Endura 0100 starch, coupled with Ingredion's clean label insights and application, formulation, sensory and culinary expertise, helps you expand your offerings in challenging applications:

- Custards
- Puddings
- Dairy desserts
- Dressings
- Ready meals
- Sauces
- UHT soups and gravies in aseptic packages

*The best of National Starch and Corn Products in Asia Pacific.*



Ingredion™

Developing ideas.  
Delivering solutions.™

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