

LABELS AS HIGHLY DESIRABLE “RICE FLOUR”

# Achieve superior functionality and eating quality



## Introducing new **HEMECRAFT® Create** multifunctional rice flours

Easy-to-digest, non-allergenic rice cereal is an ingredient recognised and preferred by consumers according to research\*. This universally accepted ingredient milled into flour brings smooth, silky textures, opacity and homemade appeal to your applications. Additionally, it possesses the process tolerance and stability you expect from a functional starch.

HEMECRAFT® Create multifunctional rice flours allow you to deliver clean label sauces with superior eating quality and superior stability over shelf-life, gluten-free sauces with the same opacity as wheat flour based sauces; or rich and creamy low in fat or low in dairy-protein soups with authentic textures. All with “rice flour” on your labels for a potentially healthier image.

CLEAN & SIMPLE™ 

Ingredient  
**idea labs**™   
IDEAS TO SOLUTIONS

# Get everything you need from **one amazing line of flours**

Delivering just-right texture and fresh appeal requires superior process tolerance and stability over shelf life. While modified starches can provide this kind of functionality, today there's a clean label solution that offers fresh advantages: **HEMOCRAFT® Create multifunctional rice flours.**

## **LABELS SO DESIRABLE, THEY DRIVE PURCHASE INTENT**

More consumers are checking labels to make sure the products they choose are made from expected and accepted ingredients. Rice flour, according to research in Europe, United States and Canada, is seen by consumers as superior in "natural" perceptions and also drives purchase intent with its healthy image.

## **EATING EXPERIENCES SO ENJOYABLE, THEY DIFFERENTIATE YOUR BRAND**

Give your most discerning consumers what they want. Smoother, creamier, more indulgent textures, even in fat-free applications. Sauces that are gluten-free, but able to maintain opacity. Velvety soups, including lower-fat options, with no compromise in flavour. With **HEMOCRAFT® Create multifunctional rice flours**, you can give consumers differentiated sensory experiences and elevate your brand.

## **FUNCTIONALITY AND COST SAVINGS**

**HEMOCRAFT® Create multifunctional rice flours** offer the process tolerance and shelf life stability of modified starches. They also enable manufacturers to reduce or replace fats and dairy proteins.

FEATURES	<b>HEMOCRAFT® Create 835</b>	<b>HEMOCRAFT® Create 865</b>
Freeze/thaw stability	✓	✓
Short, silky texture	✓	✓
Moderate to high process tolerance	✓	
Low to moderate process tolerance		✓
Stability at low pH	✓	✓
Opacity generation	✓	✓
Bland flavour	✓	✓
"Rice flour" on label	✓	✓

## **PERFECT FOR A BROAD RANGE OF APPLICATIONS**

Bring luscious textural appeal to these and other foods:

- Soups
- Sauces
- Ready meals

## **Innovate with CLEAN & SIMPLE**

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## **NEW FROM THE CLEAN & SIMPLE INNOVATORS**

With more than two decades of experience in clean label formulating and a passion for innovation, our experts can help you make the best ingredient choices for the functionality and label appeal you seek. With innovative ingredients, like **HEMOCRAFT® Create multifunctional rice flours**, and our 27 Ingredion Idea Labs™ innovation centres around the world, we're ready to help you create enticing sensory experiences with the expected and accepted ingredients consumers want today.



**Ingredion™**

INGREDION PROPRIETARY RESEARCH, MMR RESEARCH WORLDWIDE, CONSUMER STUDY, MARCH 2017, 13 EUROPEAN COUNTRIES, 3946 CONSUMERS.

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