

HOMECRAFT® Create 835

Functionality: Thickener

Description: HOMECRAFT® Create 835 is a multi-functional rice flour.

Features	Benefits
Clean “Rice Flour” label	Generate differentiated products through labelling in markets, where rice and flour label are consumer-preferred. Rice has the closest link to Naturality for consumers. (Ingredion proprietary research, MMR, Consumer Study, 300+ consumers per country, 2019)
Waxy rice based	Provides superior freeze/thaw stability compared to regular rice flour, shows texture stability over shelf-life without any gelling formation or syneresis. A clean flavour release is provided.
High process tolerance	Enables usage in a variety of manufacturing processes, including low pH, high shear rates and/or high-temperature and thermal energy, like retorting and UHT. Ingredient saving potential. With the performance and stability of a modified starch, it can replace regular rice flours at lower usage levels for thickening and stabilize the recipe, which native flours cannot. It is ideally suited for a variety of food processes.
Low hot viscosity	Delivers lower hot viscosity compared to its native flour equivalent & waxy maize-based starches at the same usage level; ideally suited for retort or in-line process where low hot viscosity is desired. Through its low hot viscosity, there is a potential to reach sterility levels faster, which could reduce energy costs. Additional benefits of reduced sterilization times could be increased manufacturing capacity, reduced burn-on or Maillard reactions as well as preventing loss of flavor, color and nutrients.
High texture stability over shelf-life	Extended texture stability over shelf-life in demanding applications (e.g. low pH and/or high shear processing) for frozen, chilled and ambient storage.
Supports “Natural” label claims	“Natural” or “All natural” claims have highest importance to consumers in EMEA (Ingredion Proprietary Consumer Research ATLAS, 2020)
Enables simpler labels	Label before: “Maize starch” (NOVATION® starch, functional), “Rice Flour” (native). Label possible now: “Rice Flour” (Native Flour + HOMECRAFT® Create Flour)
Gluten-free	Supports gluten-free claims with high texture functionality.
Creamy texture	Imparts smooth and creamy textures, attractive to young children without increasing fat content, if not intended.
Bland in taste	The bland taste increases acceptability by babies, toddlers and young children.
Provides opacity	Potential solution for replacing fat, protein, milk or wheat without compromising the opacity while featuring a gluten-free and dairy-free positioning.
Low chlorate <40ppb levels	Supports formulating baby food products to help meet the default max 10 ppb chlorate (Directive 2006/125/EC – Baby Foods) in NPD with high functionality.
Fast & stable viscosity development	Target texture is created fast, avoiding long quality release periods and extending the shelf-life on the shelf, leading to less write-offs at the end of shelf-life, compared to native flours.
Appr. 7% Protein content	Protein source. Contributes to an improved nutritional composition of final product – reduced addition of e.g., rice protein. The rice protein quality (compares favourably to other cereal proteins including wheat, oat and barley), Improve appearance of product by preventing oiling out.

Effective Date 18.02.2021

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APPLICATION AND USAGE INFORMATION

Application Summary:

HOMECRAFT® Create 835 is a multi-functional rice flour designed as thickener & texturiser in processed food products to provide excellent process tolerance as well as freeze/thaw stability and stability over shelf-life. Its batch to batch consistency can help eliminate the issues associated with the significant variation typically seen with native flours. Its low hot viscosity makes this product ideally suited for a variety of food processing that includes retort or aseptic processing. HOMECRAFT® Create 835 multi-functional rice flour imparts short texture with smooth creamy mouthfeel, opacity, and a homemade appeal.

Typical applications include:

Any rice containing meal or processed food

- Rice pudding
- Thai and Indian Curries
- Asian meals & desserts

Prepared Baby and Toddler foods:

HOMECRAFT® Create 835 provides excellent process tolerance in challenging processing conditions (low pH, high shear-rates & high temperature/time profiles) and delivers similar viscosity & final product texture as its starch equivalent (e.g. waxy maize-based starches) at same usage level. Additionally, it provides opacity and texture stability in fridge or room temperature storage.

- Fruit & Vegetable preparations or mixes there-of
- Infant Meat preparations & meals
- Toddler Ready Meals
- Infant Meat preparations

Fruit & Dairy (incl. alternative) preparations

Label-friendly, functional ingredient, with a consumer-preferred label with the additional benefit of opacity.

Liquid savoury applications

Provide stability, body and creaminess to Low body soups, broths and sauces that require stability, opacity and a creamy mouthfeel

Ready Meals

Provide stability, body and creaminess to a ready meal with a seamless label. The rice flour can be applied to tumbled meat (use HOMECRAFT® Create 865), the sauce / gravy and can enable fat reduction possibility, whilst supporting emulsification of used oils and fats. Replace wheat flour for gluten-free sauces

Liquid Dairy & Dairy alternatives

Provide stability, body, opacity and creaminess to Low fat, low body fermented dairy products, cooking creams and others

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Usage Information:

Typical usage level in liquid to semi-liquid dairy products is about 2-5 %. Soups, Sauces and gravis 0.7-4.5 %. Alternative dairy 0.5-3.5 %. Processed meat: approximately 1.5 % flour for every 10 % water addition to vacuum-tumbled or injected meat products.

<40ppb Chlorate levels

The EU- legislation for Baby Food (Directive 2006/141/EC –) specifies a default chlorate content of max 10ppb as consumed, so manufacturers are in need of low chlorate food ingredients supporting innovation in the baby food market, which HOME-CRAFT® Create 835 and HOME-CRAFT® Create 865 multifunctional rice flours deliver on.

Label declaration recommendation: Rice flour

EU Classification: Food Ingredient

ADDITIONAL TECHNICAL INFORMATION

HOME-CRAFT® Create 835 contains ~7% protein, which differentiates the flour from rice starches.. It also reduces oil pooling and provides opacity.

The gelatinization temperature is around 70°C. HOME-CRAFT® CREATE 835 is not as heat sensitive as its starch equivalent (NOVATION® 8300).

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