

## NOVATION® Indulge 2920

**Functionality:** Food starch refined from waxy maize, NOVATION® Indulge 2920 is a co-texturiser designed to deliver unique mouthcoating properties in high moisture food systems. It can support and / or enhance the perception of creaminess and smoothness.

**Description:** Speciality starch derived from waxy maize

Features	Benefits
<p>Consumer friendly simple "starch" labelling (Customary name* in UK is cornflour) Classed as a food ingredient in the EU <i>*UK Food Labelling Regulations, further information available on request</i></p> <p>Supports "Natural" label claims</p> <p>Changes consumer perceived textural attributes driven by mouthcoating and meltaway profiles. Key examples are creaminess and smoothness.</p> <p>Mimics the properties of fat and oil in a range of applications.</p> <p>Excellent heat and shear resistance. Not sensitive to salt and pH</p> <p>Easy to disperse and activate.</p> <p>Minimal contribution to overall viscosity.</p>	<p>Potential for marketing and labelling claims. Ideal in wide range of foods, where a specific texture with simple consumer friendly labelling is a pre-requisite.</p> <p>"Natural" or "All natural" claims have highest importance to consumers in EMEA (Ingredion Proprietary Consumer Research ATLAS, 2019)</p> <p>Enables food manufacturers to target a specific consumer perceived texture and sensory profile. Creates opportunities for textural differentiation Improves existing products by enhancing the perception of critical textural and sensory attributes, such as creaminess.</p> <p>Suitable for developing increased perception of indulgence &amp; creaminess when developing low fat formulas without compromising the critical sensory attributes that drive consumer preference.</p> <p>Provides robust performance and is suitable for hot as well as cold processes.</p> <p>NOVATION® Indulge 2920 is a fine powder and for optimal dispersion It is recommended to add together with other dry ingredients or oil, therefore avoiding lumping.</p> <p>Can be used across many formulations and processed food applications due to being a highly versatile co-texturiser.</p>

### APPLICATION AND USAGE INFORMATION

**Application Summary:**

NOVATION® Indulge 2920 shows good resistance to heat, acid and shear and can be applied to a wide range of applications and processes. It is a unique tool that effectively provides consumer-friendly textural attributes, such as creaminess and smoothness. NOVATION® Indulge 2920 is therefore an effective fat mimetic in low fat applications, enabling food manufacturers to create low fat products with the same body, mouthcoating and meltaway as their full fat equivalents.

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**Typical applications include:**

**Béchamel sauce & other sauces:** The addition of NOVATION® Indulge 2920 to béchamel sauce allows for improved indulgence or alternatively significant fat reduction. This results in a more economical as well as healthier product.

The wide process tolerance allows this product to be used in various processing conditions such as pasteurisation, sterilisation or UHT treatment.

**Mayonnaise & dressings:** NOVATION® Indulge 2920 can easily be used in low fat mayonnaise products. The properties of this starch allow the manufacture of products with the mouthfeel and sensory properties of their full fat counterparts. Due to the wide process tolerance of NOVATION® Indulge 2920 this product can be used both in cold and hot mayonnaise production.

**Fermented dairy, custard, desserts & other dairy and dairy alternatives:** The addition of NOVATION® Indulge 2920 can maintain the creamy and indulgent texture of full fat variants at significant fat reduction, enabling a more economical and healthy product. NOVATION® Indulge 2920 is very process tolerant, which allows it to be used throughout various processing conditions including pasteurisation, sterilisation and UHT treatment.

**Usage Information:**

NOVATION® Indulge 2920 needs to be dispersed with other dry ingredients or oil when added to liquid food systems in order to avoid lumping. This product acts as a co-texturiser and is typically used in combination with other thickening starches – instant or cook up – e.g. waxy maize based NOVATION® 2300/2600 or NOVATION PRIMA® 300/600 or instant starches such as NOVATION® 4600.

NOVATION® Indulge 2920 provides a rich and creamy mouthfeel in a variety of different food applications. Typical usage levels are 0.3 to 1.5 %.

**Label declaration recommendation:** Starch

**EU Classification:** Food Ingredient

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