

## NOVATION™ INDULGE 2550

**Description:** Pregelatinized food starch refined from waxy maize and potato fibre

**Appearance:** Fine white/creamy powder

Features	Benefits
Consumer friendly simple "starch" labelling	Potential for marketing and labelling claims (e.g. can enable a no additives claim*). Ideal in wide range of foods, where thickening combined with clean, simple consumer friendly labelling is a requirement and a pulpy texture is beneficial. *depends on other ingredients in the recipe
Classed as a food ingredient in the EU	
Cold water swelling	For the food manufacturer requiring instant thickening and texturising.
Excellent dispersion characteristics	NOVATION Indulge 2550 is easy to use in a range of instant applications. It can be incorporated directly into liquid systems without lumping and without the need for preblending.
Neutral flavour profiled	Allows the inherent flavours within a recipe to be delivered cleanly with no masking.
Process tolerance	Good resistance to heat, acid and shear within the manufacturing process. Suitable for a wide range of applications including instant dips, instant soups & sauces.
Texture	Provides a short and pulpy texture which will set to a soft gel upon heating. Can improve the overall pulpiness of a product.

### APPLICATION AND USAGE INFORMATION

**Application Summary:**

NOVATION Indulge 2550 is a clean label instant thickener, pulpy agent and stabiliser for water based food systems. It imparts a pulpy or grainy texture and helps to retain the character of vegetables, fruits or other pulpy ingredients by mimicking the effect fruit or vegetable pieces would give. A rich pulpy texture is created which enhances the visual appearance and mouthfeel perception of pulpy food products.

NOVATION Indulge 2550 suits to instant applications which may also require partial heating or baking. It will withstand low to moderate processes such as kettle cooking or baking.

**Typical applications include:**

**Pie fillings:** NOVATION Indulge 2550 may be used to thicken and texturise sweet or savoury pie fillings where bake stability is required. It enhances the texture and stabilises meat or cheese based fillings. This offers the potential for cost savings or for texture enhancement.

**Instant mixes:** NOVATION Indulge 2550 can be used in dry mixes which are reconstituted with cold or hot liquid, such as instant pumpkin soup, tomato pizza topping or dessert preparations.

**Pasta fillings:** In pasta fillings NOVATION Indulge 2550 can be used to thicken, bind and stabilise even sensitive preparations with fish/ meat or cheese.

Effective Date: 01.10.2012 [1]

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**Fruit preparations:** Due to the pulpiness and viscosity NOVATION Indulge 2550 provides, it is the perfect choice for dark instant fruit preparations or fruit based bakery fillings. The use of NOVATION Indulge 2550 helps to maintain the pulpy texture in terms of appearance and mouthfeel.

**Dips:** For dips and where a “clean label” is a must this product excels. Delivering a pulpy texture but with the added bonus of a simple label declaration. Neutral flavour profile allows the richness and diversity of flavourings and herbs used in this area to be delivered cleanly to the consumer. NOVATION Indulge 2550 enhances the appearance of salsa, chutney’s or cottage cheese based dips.

**Usage Information:**

NOVATION Indulge 2550 will begin to thicken when added to liquid; it will provide a short and pulpy texture, which will set to a soft gel upon heating. It is easy to use in a range of instant applications. It can be incorporated directly into liquid systems without lumping and without the need for pre-blending. Typical usage levels in liquid systems are 0.5 to 3%.

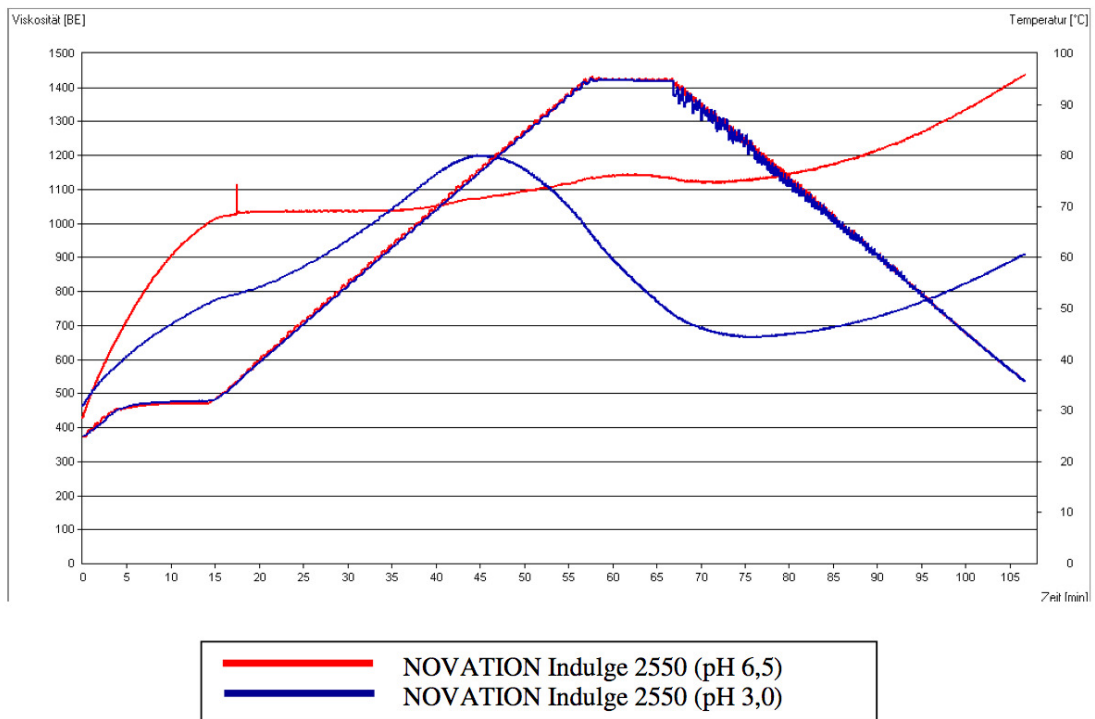
**Label declaration recommendation:** Starch (Customary name\* in UK is cornflour)

\*UK Food Labelling Regulations, further information available on request

**EU Classification:** Food Ingredient

**ADDITIONAL TECHNICAL INFORMATION**

Typical Brabender Viscograph E profile by CML B272/B273 test (4.6% starch, pH=6.5/3.0, 95°C max. temp.):



Please note: This graph shows a typical Brabender viscosity of NOVATION INDULGE 2550 and can be used for comparative purposes. However, it is not part of the specification.

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