

CONSUMER-PREFERRED “FLOUR” ON THE LABEL

# Achieve more with an expected and recognisable ingredient



## Introducing new HOMECRAFT® Create multifunctional tapioca flour

What if you could get all the functional attributes of modified starch along with a clean taste and label to match? Now you can with new HOMECRAFT® Create multifunctional tapioca flour. Get improved product stability over shelf life and deliver a superior eating experience in soups, sauces, yoghurts, dairy desserts and more.

CLEAN & SIMPLE™ 

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IDEAS TO SOLUTIONS

# Improve the experience from label to table

Consumers are checking labels more than ever before and want to see ingredients that are expected and accepted. Research shows that tapioca flour is perceived as being even more “natural” than starches in many applications.<sup>1</sup> Choosing HOMECRAFT® Create multifunctional tapioca flour, can help your products feature clean labels and support a gluten-free claim, becoming even more attractive to consumers seeking better-for-you options. When it comes to the eating experience, consumers will love your products’ vibrant flavours and enhanced, creamy mouthfeel.

## GET THE FUNCTIONALITY AND COST OPTIMISATION YOU NEED

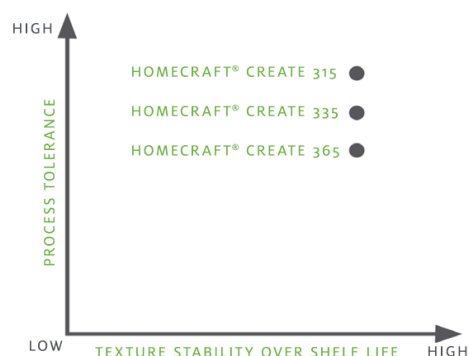
HOMECRAFT® Create multifunctional tapioca flour brings you:

- The viscosity and strength of modified starches
- Smooth texture with no gelling or syneresis
- Enhanced texture stability over shelf life
- Improved freeze/thaw performance
- Added clean flavour release

And because it can build greater viscosity than other clean label starches in many applications, our innovative tapioca flour enables you to effectively manage usage levels and optimise costs.

## DELIVER IMPROVED TEXTURE AND REDUCED FAT

Imagine your sauce or custard with an even smoother, glossier surface. Imagine your yoghurt with a more indulgent and longer-lasting mouthfeel. Because of the inherent textural properties of our new tapioca flour, you can reduce fat while offering an improved nutritional profile, as well as maintaining the creamy texture of your products.



HOMECRAFT® Create multifunctional tapioca flours are available in a range of process tolerance variants, all of which offer enhanced texture stability over shelf life, allowing you to benefit from improved flavour, stability and creaminess in multiple applications.

## Innovate with CLEAN & SIMPLE

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## NEW FROM THE CLEAN LABEL INNOVATORS

Our experts are as passionate about clean and simple as you and your consumers are. That’s why we’re building upon our two decades of experience in clean label formulating by bringing you innovative ingredients that solve your challenges and enable exciting benefits. With our proprietary DIAL-IN® Texture Technology and 27 Ingredion Idea Labs™ innovation centres around the world, we can help you create enticing sensory experiences with the expected and accepted ingredients consumers seek.



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1. Ingredion proprietary global research, “Vision Critical, Clean & Clear Labeling Research, February 2016.”

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