

PROTEINS TO HELP DIFFERENTIATE YOUR CEREALS AND CEREAL BARS

VITESSENCE™ pulse proteins



Higher protein and healthier cereals and cereal bars

Now you can add the nutritional benefits of protein to a wide range of cereals and cereal bars to address consumer need for protein-rich, clean label products. Plentiful and sustainably sourced, VITESSENCE™ pulse-based proteins can boost the nutritional profile of your formulations and also help support popular label claims such as non-GMO, gluten-free and low allergen.

LEVERAGE OUR CAPABILITIES:



improve
texture



enhance
nutrition



simplify
labels



Ingredion™

Differentiate with pulse proteins

Many food manufacturers today are looking to fortify their products with protein at a reasonable cost, but without the allergen triggers of egg or dairy. They also want to differentiate their products with label claims like non-GMO, gluten-free, sustainably sourced and vegetarian. If you're one of these manufacturers, then Ingredion can help with our line of VITESSENCE™ pulse-based proteins, including pea, lentil and faba bean varieties. Pulse-based proteins are low-fat, low-calorie and low-glycemic index and can contribute to a smooth texture for a satisfying eating experience. Ingredion offers the following pulse proteins:

- **VITESSENCE™ Pulse 1550 protein:** Pea protein with 55% of protein content
- **VITESSENCE™ Pulse 2550 protein:** Lentil protein with 55% of protein content
- **VITESSENCE™ Pulse 3600 protein:** Faba bean protein with 60% of protein content

FUNCTIONAL BENEFITS PLUS COST SAVINGS

VITESSENCE™ pulse proteins offer both functionality and cost savings in your product formulations. They deliver excellent blending, water absorption and emulsification properties and can reduce or fully replace costly soy, whole egg, egg white and dairy. With pulse-based proteins, you can add protein fortification to a variety of applications:

Proposed food-use	Serving size (g) ^a	Usage level (%), g/g serving		
		VITESSENCE™ Pulse 1550 (Pea protein)	VITESSENCE™ Pulse 2550 (Lentil protein)	VITESSENCE™ Pulse 3600 (Faba bean protein)
cereal bars	30	20 – 10	20 – 10	20 – 10
RTE breakfast cereals	50	20 – 10	20 – 10	20 – 10

MEETING YOUR PRODUCT DEVELOPMENT NEEDS

We're working with AGT Foods, one of the world's largest suppliers of pulses, to bring you a line of proteins you can trust. And through the Ingredion Idea Labs™ network, we'll work with you to innovate new bakery products and line extensions and provide additional concept-to-launch capabilities to help you get to market quickly and successfully.

GET STARTED TODAY

VITESSENCE™ pulse proteins and Ingredion expertise can help you transform your cereals and cereal bars to meet consumer demand. For more information, contact your Ingredion representative.

1-866-961-6285 | ingredion.us/cerealprotein



SUSTAINABLE, RELIABLE SUPPLY CHAIN

As consumer concerns about environmental protection and sustainability continue to grow, ingredient origins are becoming more and more important. Regionally sourced from Northern U.S. and Western Canada, the crops behind VITESSENCE™ pulse-based proteins produce their own fertilizer by fixing nitrogen into the soil and use significantly less water and fertilizer than other crops. The proteins are processed in Minot, North Dakota, the largest pulse ingredient manufacturing facility in the U.S., and are distributed through Ingredion's comprehensive supply chain.



Ingredion™

Developing ideas.
Delivering solutions.™

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