

# Count on NOVATION® functional native starches to meet clean label demand



Worldwide demand for clean label food and beverage products keeps growing

74%

of consumers believe a product's ingredient list is very/quite important<sup>1</sup>



81% of consumers say recognizable/familiar ingredients are very/quite important<sup>1</sup>



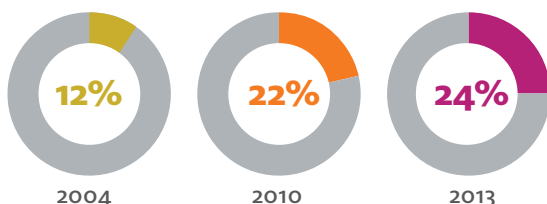
69% of consumers worldwide say "no additives" or "no artificial ingredients" is very/quite important<sup>1</sup>

63%

of consumers worldwide say any kind of "natural" claim would make them change brands<sup>1</sup>



10 years of global growth in clean label launches as % of all food product launches<sup>2</sup>

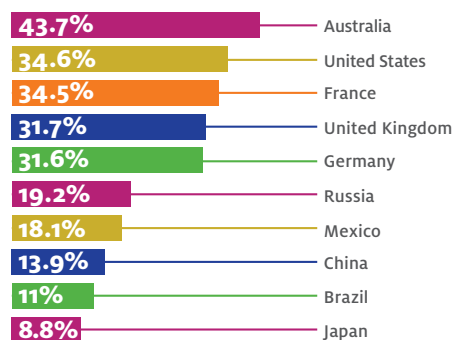


Contact Ingredient to find out more about our clean label expertise—and how we can help you succeed.

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2013 CLEAN LABEL LAUNCHES AS % OF ALL FOOD PRODUCT LAUNCHES<sup>2</sup>



NOVATION®  
functional native food starches

## Add product appeal, Inside and out

Your consumers are looking for front-of-pack claims and ingredient lists that reassure them of quality and a great eating experience. NOVATION functional native starches deliver on all fronts—and have done so for more than 20 years.

Now you can position more products as clean label than ever before—even products that were formerly impossible with a clean label, such as dairy desserts, retorted soups, spoonable dressings and premium ready meals.

### Process tolerance and stability

How? Our portfolio of more than 35 functional native starches offers texturizers that allow your products to conquer extreme processing conditions and withstand multiple freeze-thaw cycles. Our innovators continue to push native starches to perform like modified starches—but with just "starch" on the label and no e-numbers.

### Documented non-GMO

Of course, you have the assurance of non-GMO quality worldwide. We've built a trusted supply chain for ingredients that pass muster with the European Union. And we've enrolled NOVATION starches in the U.S.-based Non-GMO Project. Our decade-old TRUETRACE® program in the U.S. tracks NOVATION ingredients every step of the way.

### Legacy of success

When you use NOVATION functional native starches, you're in great company. They are the foundation of billions of dollars of food and beverage products sold worldwide over the last 20 years. Make your new product the next clean label success story.

1. Ingredient 2013 proprietary research on 300 consumers from each country

2. Mintel NPD, 2013-2014

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