

EXCEPTIONAL **PROCESS TOLERANCE** FOR CHALLENGING APPLICATIONS

NOVATION EnduraTM 0100



Get unprecedented process tolerance
for clean label savory and dairy products

With the highest process tolerance of any functional native starch on the market, NOVATION Endura 0100 starch allows you to launch more products with a clean and simple label than ever before—all with the great taste and texture consumers expect.

CLEAN & SIMPLETM 

Ingredion
idea labsTM 
IDEAS TO SOLUTIONS

Ingredion introduces next-generation clean label process tolerance

Continuing to pioneer new clean label ingredients, the Ingredion group of companies has launched the NOVATION Endura™ series, advancing the ability of NOVATION® functional native starches to withstand harsh processing conditions, such as UHT, HTST, homogenization, high heat, high shear and long cooking time.

The first of the series, NOVATION Endura 0100 starch, allows you to achieve your product goals with a clean label starch.

- Keep appealing product texture despite high heat and high shear in processing
- Maintain shelf life, whether ambient, chilled or frozen

The labels consumers want to see

Consumers in growing numbers worldwide seek clean labels on their foods and beverages. With NOVATION Endura 0100 starch, you can use all-important front-label claims such as “additive-free” and “all-natural” as well as back-label ingredient lists that read like those of homemade recipes.

Maintain taste and texture

While a clean label might be the reason for a first purchase, consumers will buy your products again and again because of the eating experience. The clean flavor profile of NOVATION Endura 0100 starch won't mask even delicate flavors as it adds structure and stability.



Innovate with CLEAN & SIMPLE

Engage the clean label experts in your next product success.

ingredion.us/endura | 1-800-713-0208

NOVATION® Endura™

THE RIGHT INGREDIENT AND COMPANY TO TACKLE WHOLE NEW APPLICATION AREAS

NOVATION Endura 0100, coupled with Ingredion's deep application, formulation, sensory and CULINOLOGY® expertise, helps you expand your offerings in challenging applications:

- Yogurts
- Dairy desserts
- Dressings
- Frozen and chilled
- prepared meals
- UHT soups, sauces and gravies in aseptic packages



Ingredion™

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