

LIGHT COLOURS. PREFERRED FLAVOURS. ON-TREND LABELS.

High-performance, natural[†] texturisers for your most delicate applications



Meet consumer demand for clean labels while delivering optimal flavour, colour, texture and performance with **NOVATION[®] Lumina functional native starches**

More consumers are shopping for clean and simple labels. Globally, 80% of consumers want to recognise the ingredients in the products they buy.¹ Now you can formulate for the 'natural' and clean labels consumers want today while maintaining your products' light colours, nuanced flavours, luxurious textures and expected performance.

Labelled simply as 'starch' or 'corn starch', **NOVATION[®] Lumina functional native starches** offer all the functionality of modified starches and enable 'natural' claims. These solutions also offer excellent flavour release and neutral colour, allowing your products' qualities to shine through.

CLEAN & SIMPLE[™] 

Ingredient
idea labs[®] 
IDEAS TO SOLUTIONS

Create appealing, flavourful and consumer-winning products

Recognising and trusting ingredients is important to modern consumers. 'Natural' and 'all natural' claims have been found to be the most influential on their purchasing decisions.¹

With NOVATION® Lumina functional native starches, you can formulate for clean labels and consumer-winning claims, even in your most sensitive applications. These high-performance starches can help you create creamy, smooth textures that last without impacting your applications' light colours or delicate flavours. They can also support 'natural' and gluten-free claims, adding even more appeal to your yoghurts, dairy desserts, beverages, sauces, dressings, soups and more.

The performance of modified starches

Get the functionality you need to maintain or improve your clean label products' performance. NOVATION® Lumina functional native starches can help you create creamy, smooth textures, delivering similar viscosity and gel strength to modified starches. These texturisers also provide excellent freeze/thaw and shelf life stability, have high process tolerance and are ideal for sauces, alternative dairy and other products that undergo challenging processing conditions.

Designed for delicate applications

NOVATION® Lumina functional native starches offer outstanding flavour release and neutral colour, making them ideal texturisers for white or light-coloured applications with more subtle flavours.

Texturisers with natural[†] label appeal

Create products that meet more consumers' dietary requirements and lifestyle preferences with NOVATION® Lumina functional native starches. These texturisers meet the technical specifications for natural ingredients from the International Organization for Standardization and can support 'natural' claims and labels. They are also non-GM and naturally[†] gluten-free.

Innovate with CLEAN & SIMPLE

Ingredion Germany GmbH | +49 (0) 40 23 9150

Ingredion UK Ltd | +44 (0) 161 435 3200

emea.ingredion.com

[†]Manufacturers should consult regulations specific to all target markets. Of the countries that have provisions in place to regulate the term 'natural' to date, these products meet criteria of a natural food ingredient in the UK, France, Ireland, and associated EU legislation, and the global ISO Technical Specification (ISO/TS 19657).

Source:

1. Ingredion proprietary research, Global Clean Label Consumer Study, 2017

This information is intended to support the efforts of our customers to develop and implement an appropriate labelling strategy for products containing Ingredion's products. In all respects, the ultimate decisions on how to identify claims on food packages and label ingredients on food packages remain with our customers. Ingredion Incorporated and the Ingredion group of companies make no warranty about the accuracy or completeness of the information contained above or the suitability of any of our products for your specific intended use. We urge you to carefully review the relevant regulations and to seek appropriate legal counsel as you determine the labelling requirements applicable to your products.

The INGREDION, INGREDION IDEA LABS and NOVATION marks and logos are trademarks of the Ingredion group of companies. All rights reserved. All contents copyright © 2019.



BENEFIT FROM INGREDION'S CLEAN LABEL INNOVATION

Find the clean label ingredient solutions and expertise you need at Ingredion. Leverage our broad portfolio of solutions as well as the capabilities of our 28 Ingredion Idea Labs® innovation centres globally to turn your clean and simple ideas into delicious reality. Our experts have more than 20 years of clean label knowhow as well as the consumer insights, applied research, applications experience and culinary and nutrition expertise to help you create on-trend products and scale up quickly.

