



CLEAN LABEL CLAIMS WITH CONSUMER APPEAL

**SOLVE YOUR CLEAN  
LABEL DEVELOPMENT  
CHALLENGES  
WITH INGREDION**

We all know that clean label is good for consumers, but did you know it's good for your business too?

Find out how our pioneering products and on trend solutions can support your business, your commercial drivers and deliver healthy business returns.



CLEAN & SIMPLE™

# REPLACING GELATINE IN FISHCAKES

Embrace the clean label trend effortlessly with Ingredion’s range of clean label speciality starch solutions. Re-formulate and build viscosity and stability in your sauces to create the ultimate sensory experience.



## CASE STUDY: REPLACING GELATINE IN FISHCAKES

### CHALLENGE

After reformulating melt-in-the-middle fishcakes for clean label status and gelatine removal, the manufacturer found the sauce was being absorbed after cooking and as a result, was not visible when the fishcakes were cut open.

### SOLUTION

A combination of **HEMOCRAFT® Create 765 functional flour** and **NOVATION® 1900** and **NOVATION PRIMA® 600 functional native starches**.

### RESULT

Ingredion’s experts developed a gelatine-free clean label sauce, which set when cold and flowed after warming without being absorbed by the surrounding potato. We achieved this using a combination of three Ingredion products.






**HEMOCRAFT® Create 765 flour** is a wheat-based functional flour, designed as a thickening and stabilising agent for refrigerated foods.

**NOVATION® 1900 starch** is a high viscosity potato-based functional native starch used in dried soups and sauces and vacuum-packaged meats.

**NOVATION PRIMA® 600 starch** is a clean label functional native starch that can replace modified starch to build viscosity and stability.



## CREATE CLEANER, MORE CONSUMER-FRIENDLY LABELS WITH INNOVATION FROM INGREDION

 <b>SALAD DRESSINGS</b>	 <b>KETCHUP</b>	 <b>SOUPS AND GRAVIES</b>	 <b>READY MEALS</b>	 <b>MEAT</b>
Replace fat/oil in dressings without the use of a modified starch	Reduce costs whilst maintaining texture and a clean label	Clean up your labels and reduce costs by reducing solids or replacing oil/fat	Enhance the shelf-life stability of your product despite multiple freeze-thaw cycles whilst maintaining texture and a clean label	Increase yield and succulence especially during storage times



CLEAN & SIMPLE™

# REFORMULATING A **FRUIT PREPARATION**

Tap into Ingredion’s broad portfolio of innovative ingredients to create dairy products that satisfy a clean label, retain texture stability and work to enhance flavour and creaminess.



## **CASE STUDY:** **REFORMULATING A** **FRUIT PREPARATION FOR** **CLEAN LABEL**

### **CHALLENGE**

A manufacturer’s goal was to replace modified starch in a yoghurt fruit preparation with a clean label ingredient while also extending texture stability over shelf life.

### **SOLUTION**

Ingredion experts recommended reformulating with **NOVATION PRIMA® 303 functional native starch**, which offers the functionality of a modified starch with a clean label.

### **RESULT**

Using **NOVATION PRIMA® 303 starch** helped the manufacturer achieve extended stability and shelf life, as well as a glossy, jam-like appearance for the fruit preparation.

**NOVATION PRIMA® 303 starch**, made from tapioca, provides the process tolerance of a modified starch with a more consumer-friendly label. It can also help you enhance creaminess and improve flavour in your dairy applications while increasing texture stability over shelf life.



## **CREATE CLEANER, MORE CONSUMER-FRIENDLY LABELS WITH INNOVATION FROM INGREDION**



### **YOGHURT AND FERMENTED DAIRY DRINKS**

Enhance creaminess and improve mouthfeel without the use of modified starches



### **PROCESSED AND ANALOGUE CHEESE, CHEESE PRODUCTS**

Formulate the cheesy textures that consumers expect with the labels they want



### **PUDDING/ DAIRY DESSERTS**

Increase the indulgence in sweet treats’ texture while keeping clean labels your consumers will feel good about



### **DAIRY ALTERNATIVES**

Add protein and mimic dairy texture in a range of clean label alternative dairy applications



CLEAN & SIMPLE™

# THE PERFECTLY INDULGENT SMOOTHIE

No matter what direction your product development takes - from nutrient rich smoothies to ready-to-drink frozen beverages - creating the optimum texture with a clean label to secure consumer acceptance is crucial.

Even distribution of sensitive ingredients such as flavours, colours and nutrients is key – particularly in complex formulations. Avoiding separation or unwanted viscosity must also be achieved for a positive taste experience. It's a challenging task, but our range of beverage ingredients is specifically formulated to help you resolve these issues.



## CASE STUDY: PRODUCING THE PERFECTLY INDULGENT SMOOTHIE

### CHALLENGE

A drinks manufacturer wanted to create a frozen smoothie with a premium, creamy texture.

### SOLUTION

Ingredient experts recommended **NOVATION® Indulge 3920 starch**, a clean label instant starch solution for creating a rich and creamy texture.

### RESULT

**NOVATION® Indulge 3920 starch** delivered the desired indulgent mouthfeel, rich opacity and distinct point of difference that the manufacturer was looking for.

**NOVATION® Indulge 3920 starch** is a clean label mouthfeel enhancing starch. It is a cold water swelling starch which disperses with other dry ingredients, has a neutral flavour profile and is process tolerant.



## CREATE UNIQUELY APPEALING TEXTURES WITH INNOVATION FROM INGREDION



### DAIRY DRINKS

Enhance texture and sensory appeal when fat needs to be reduced in dairy or milk drinks



### SMOOTHIES AND FROZEN CARBONATED BEVERAGES

Enhance texture and add indulgence to create consumer-winning smoothies and carbonated drinks



### JUICE DRINKS

Enhance the mouthfeel of juice drinks when fruit purée or concentrate needs to be reduced



CLEAN & SIMPLE™

# CREATING THE PERFECT CRISPY CRACKER

Discover ways to meet the mass demand for free from and clean label food products while exceeding expectations in terms of taste, texture and nutritional composition in bakery products. Deliver the innovative textures consumers seek with our Clean & Simple range of products.



## CASE STUDY: CREATING THE PERFECT CRISPY CRACKER WITH CLEAN LABEL INGREDIENTS

### CHALLENGE

A manufacturer wanted to create a cracker with a crispy texture that had a clean label recipe.

### SOLUTION

Ingredient experts recommended incorporating **PRECISA® Crisp 38 cold water swelling, waxy maize starch**, which enables the processability of thin doughs, and delivers a light and crispy texture.

### RESULT

Using this texturant helped to improve volume control and structure, resulting in a high-quality cracker with an exceptional crispiness.

**PRECISA® Crisp 38 starch** is a cold-water-swelling, waxy maize starch. It is suitable for use in baked cereals, baked crackers, and a variety of snack items where good processability and a crispy texture are desired.



## CREATE CLEANER, MORE CONSUMER-FRIENDLY LABELS WITH INNOVATION FROM INGREDIENTION



### BREAD

Go gluten-free but retain the texture softness without the use of modified starches



### COOKIES, BISCUITS AND CRACKERS

Create innovative textures consumer want  
Go clean and gluten-free



### CAKES

Go gluten-free  
Improve batter viscosity or freshness with clean label starches



### FRUIT AND CREAM FILLINGS

Create clean label fillings with enhanced process stability

# GET A TASTE OF OUR CAPABILITIES

Utilise co-texturisers and starch for a thick and creamy Greek style yoghurt with consumer-friendly labels.



**CLEAN LABEL  
GREEK  
YOGHURT**

INGREDIENTS	CONTROL	INGREDION SOLUTION
Fresh skimmed milk	70%	87.10%
Cream 40% fat	18%	8.65%
SMP	12%	1%
<b>N-DULGE® SA1</b>	-	2%
<b>NOVATION® Indulge 1720</b>	-	1.25%
<b>TOTAL</b>	100%	100%
<b>% protein</b>	<b>7.09%</b>	<b>3.58%</b>
<b>% fat</b>	<b>7.05%</b>	<b>3.51%</b>

## PROCESS

- Blend dry components and incorporate into the milk
- Preheat to 65°C
- Homogenise (2nd/1st stage) at 30/100 bar
- Heat to 95°C and hold for 6 minutes
- Cool to 43°C and inoculate with standard culture (Chr. Hansen YC-X11)
- At pH 4.5 cool down to 20°C
- Static smoothing and fill



## INNOVATE WITH US

Entice more dairy consumers and grow your brand with solutions that can help you enhance texture, improve nutrition and clean up your labels, as well as reduce your costs. Rely on Ingredion's broad portfolio of ingredient solutions and science-based problem solving to develop the dairy products that your consumers really want.

**Create dairy that delights with Ingredion**

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