

Why Europe needs clean label NOVATION ENDURA® 0100 starch



Consumers want **clean labels** on their foods and beverages

76%

of Europeans say a product's ingredient list is "important" or "very important"¹



Having a **"no artificial ingredients"** claim is important to¹

55% OF GERMAN CONSUMERS
55% OF U.K. CONSUMERS
66% OF FRENCH CONSUMERS
70% OF SPANISH CONSUMERS

64%

of Europeans say any kind of "natural" claim would make them change brands¹



WHOLESOME

If only **clean label starches** could endure UHT, HTST, homogenisation and long cook times

and stay stable with **high heat** and **high shear**



such as in custards • puddings
sauces • dairy desserts
dressings • soups • ready meals



INTRODUCING

NOVATION Endura 0100

functional native starch with **next-generation process tolerance**

Desirable textures stand up to **harsh temperatures and shear**



Stability lasts through shelf-life—including **ambient, chilled and frozen**



The **clean flavour profile** requires no masking

➔ Now you can **make more clean label products than ever**

Ingredion

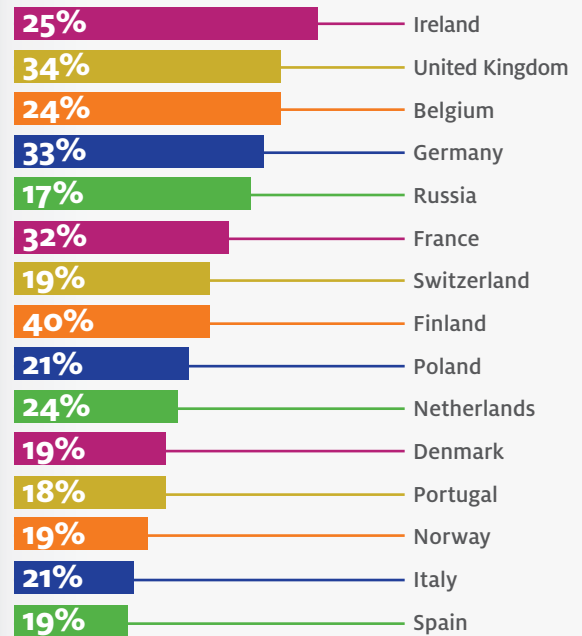
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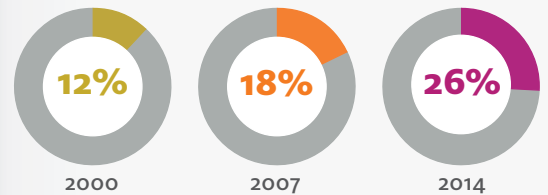
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2014 clean label launches as % of all product launches²



14 years of growth in clean label launches²



NOVATION Endura

1. Ingredion 2015 proprietary research on 300+ consumers in each of 6 European countries
2. Mintel GNPD database, August 2015