



THE NOVATION[®] STARCH FACTSHEET

Discover Ingredion's range of clean label starches

As consumers become more and more concerned with what's in their food, clean label products are becoming increasingly popular. In fact, clean label claims, such as natural or all natural are enough to make 64% of European consumers change brand. As the clean label movement gains ground across the European food and beverage industry, Ingredion continues to lead the charge.





20 years ago we identified the clean label trend in its infancy and developed our pioneering range of NOVATION® starches. Today, our unrivalled formulation expertise and speciality ingredients continue to build successful food stories for brands the world over.

NOVATION® functional native starches can help you create food and drink products which:

- Carry a natural, no additives or organic claim
- Contain no E-numbers
- Are made with recognisable ingredients
- Have great texture and taste, with homemade appeal

HELPING OUR CUSTOMERS MAKE THE MOST OF THE CLEAN LABEL TREND.

As a result of over 20 years of innovation, Ingredion offers the widest range of clean label starches on the market. NOVATION® starches offer the functionality of modified alternatives and due to their versatility and differing benefits are able to meet the needs of manufacturers across a broad range of applications.

NOVATION® starches help to create food products with consumer winning claims like additive-free, natural or organic that have an appealing texture and taste over shelf life –in soups, sauces & dressings, ready meals, yoghurt & desserts, fruit preparations, cakes, bread and many other applications.

Along with our NOVATION® starches comes support which is second to none, from formulation advice through to CULINOLOGY® expertise from our chefs or regulatory advice on Ingredion products. All aspects are covered.



Order a sample or talk to us about how NOVATION® functional native starches can benefit your recipes.

NOVATION®

The range includes :

NOVATION® starch range
Clean label viscosifiers with good process tolerance

NOVATION® Prima
Clean label viscosifiers with high freeze / thaw stability

NOVATION® Endura™
Clean label viscosifiers with high process tolerance

Instant NOVATION®
Clean label cold water swelling viscosifiers

Organic NOVATION®
A range of certified organic clean label viscosifying starches

NOVATION® Uno
Clean label viscosifier for low-moderately processed foods

NOVATION® Indulge
Clean label mouthfeel enhancers which allow replacement of costly ingredients such as vegetable pulp, fat and protein

CONTACT US

To arrange a consultation and explore the benefits of NOVATION® starches range further, **get in touch today.**

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