



# CLARIA<sup>®</sup> INSTANT CLEAN-LABEL STARCH

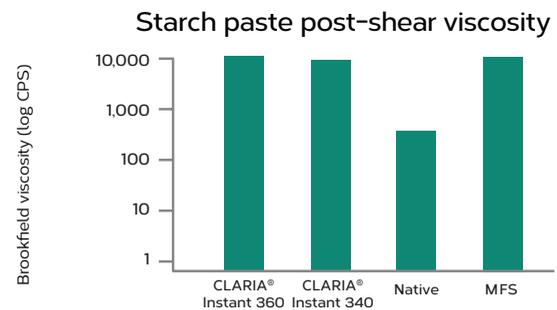
## Better Texture, Cleaner Label

The clean-label trend is in full force. It's not enough anymore to make products that consumers crave. Manufacturers increasingly want to offer food and beverages that consumers perceive as 'healthier' or more 'natural'.

Research shows consumers say package labels are the No. 1 factor that influences their decisions to buy a healthy or natural product.<sup>1</sup> This finding means sourcing label-friendly ingredients, such as non-GMO texturants that label simply as 'corn starch', can go a long way toward winning your consumers' trust – and their business. That's where CLARIA<sup>®</sup> starches come in.

## Benefits of CLARIA<sup>®</sup> Functional Clean-Label Starches

- Comparable in process tolerance to modified starches and other functional clean-label starches
- Deliver clean taste and colour
- Use CLARIA<sup>®</sup> technology, a proprietary technology that has been shown to provide improved sensory attributes (colour and flavour) vs. other functional clean-label starches



CLARIA<sup>®</sup> Functional Clean-Label Starches match modified food starches in terms of process tolerance and offer comparable color.





## Introducing CLARIA® Instant

### Instant, functional clean-label starch

The full line of CLARIA® Functional Clean-Label Starches just got better. CLARIA® Instant is easy to disperse and quick to build viscosity in low-temperature processes and high-solids foods. Like every starch in the CLARIA® line, CLARIA® Instant is versatile enough to help solve formulation challenges across a broad range of applications and processes.

#### CLARIA® Instant

CLARIA® Instant is a non-GMO, functional clean-label starch that builds viscosity without cooking. Try it when you need the convenience of an instant starch.

#### Benefits

- Shows process tolerance suitable for various and controls spread temperature, acidity, shear and harsh processing conditions
- Provides immediate viscosity and controls spread in high-solids systems such as fruit fillings
- Easily builds viscosity in cold-processed applications such as salad dressings
- Delivers a clean taste and neutral colour profile
- Enables similar sensory attributes to traditional modified food starch
- Offers excellent bake stability control compared to traditional modified food starch

#### Challenge and Solution

To formulate a clean-label sauce, you need a starch that delivers similar functionality to modified food starches, not just in terms of process tolerance, but also in its clean taste and neutral appearance. CLARIA® Instant offers a clean flavour and excels in applications with high whiteness, such as sauces, salad dressings and pastry creams.



# The Full Line of CLARIA® Functional Clean-Label Starches

CLARIA® Instant is just one solution in a versatile line of non-GMO, clean-label starches. No matter the application or the challenge, there's a CLARIA® starch that can help you create a product with great taste, great texture – and a label your consumers can understand and trust.

## CLARIA® Functional Clean-Label Starches at a glance

	CLARIA® Essential, Plus and Elite	CLARIA® Bliss	CLARIA® Instant
Process tolerance	✓	✓	✓
Clean taste and colour	✓	✓	✓
Label friendly	✓	✓	✓
Non-GMO	✓	✓	✓
Gelling texture		✓	
Thickening texture	✓		✓
Instant texture			✓

*"Customers are increasingly searching for innovative ways to simplify their ingredient lists. But sometimes, cleaner labels come with trade-offs. We've worked hard to ensure our customers don't have to make those trade-offs – helping to make their products both healthier and tastier"*

Judy Whaley, VP Texturant R & D and Innovation

<sup>1</sup>NMI, 2016 Health and Wellness Trends in America.

The applicability of label claims, health claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for their particular purposes, claims, freedom to operate, labelling or specific applications in any particular jurisdiction. This product information is published for your consideration and independent verification. Tate & Lyle accepts no liability for its accuracy or completeness.

## ABOUT TATE & LYLE

Tate & Lyle is a global provider of ingredients and solutions to the food, beverage and other industries, with operations in over 30 locations worldwide.