

Experience taste and performance with **CLARIA® Functional Clean-Label Starches**

Globally, consumers are demanding convenient, great tasting foods that have recognizable ingredients on the label. In fact, one in four new products today are launched with a cleaner label claim.¹

To formulate a cleaner-label product, manufacturers often need to replace traditional, highly-functional ingredients used for specific purposes such as thickening. This approach can affect shelf life, flavor, appearance, texture and other key characteristics, so finding a clean-label alternative that performs well is crucial. That's where CLARIA® Functional Clean-Label Starches come in.



CLARIA® Functional Clean-Label Starches label simply as “starch”² and:

- Are Non-GM; BE labelling not required in USA
- Are comparable to modified food starches and other functional clean-label starches in terms of process tolerance
- Offer clean taste and color comparable to modified food starches
- Use CLARIA® technology, a proprietary technology that has shown to provide improved sensory attributes (color) vs. other functional clean-label starches
- Typically replace modified starches one-for-one. Other commercial clean label starches must often be used at higher usage rates to give comparable viscosity.

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

Our CLARIA® range at a glance



Native starch



Modified food starch



CLARIA®



Other functional native starches

CLARIA® Essential, Plus and Elite: a solution for every process tolerance requirement

CLARIA® Essential—well suited for mild processing treatments (lower temperature processed and/or neutral pH products) like soups.

CLARIA® Plus—well suited for retort and other more challenging processing treatments (higher temperature processed and/or acidic products) like low pH sauce products.

CLARIA® Elite—well suited for extremely challenging processing treatments (ultra-high temperature processed (UHT) and/or high-pressure homogenised products) like yogurts.

CLARIA® Instant

CLARIA® Instant is our range of non-GMO, functional clean-label starch that build viscosity without cooking. Try it when you need the convenience of an instant starch, in formulations with high solid content and foods processed under low shear conditions such as bakery cream fillings.

CLARIA® Top-Gel Functional Clean-Label Starch

CLARIA® Top-Gel is a non-GMO, functional clean-label starch that provides instant gelling for convenient structure development in hot and cold applications. Try it when you need a formula to hold its shape, such as cheesecake and other desserts.

Solve your most extreme challenges with CLARIA EVERLAST®

CLARIA EVERLAST® is a range with three non-GMO starches designed for superior refrigerated and freeze-thaw stability in moderate, high and ultra-high process tolerance conditions.

Suitable for use in bakery fillings, salad dressings, snacks, yogurts, fruit preparation, sauces and soups and more.

CLARIA® Bliss

Functional clean-label starches made from tapioca

CLARIA® Bliss attributes

- Delivers a whiter color, cleaner flavor than other functional clean-label tapioca starches
- Provides high performance similar to a modified tapioca starch
- Naturally GM-free and labels simply as “tapioca starch”
- Is versatile across a wide variety of applications and sophisticated processes

CLARIA® Bliss applications

Waxy, corn-based CLARIA® Functional Clean-Label Starches and new CLARIA® Bliss Clean-Label Tapioca Starches have been tailored for use across a wide range of food product categories and processing conditions.

Yogurt
Sour cream
Custards

Puddings
Indulgent dairy desserts
Bakery fillings

Creamy sauces
Soups
Toddler meals

- CLARIA® Bliss 560, like CLARIA® Essential, is preferred for moderate heat and shear processes such as retorting soups, or for batch cooking conditions that impart high temperature for an extended time.
- CLARIA® Bliss 570, like CLARIA® Plus, is suitable for processes imparting high temperature and shear for a short time (HTST), as in the pasteurization of yogurts and dairy desserts.
- CLARIA® Bliss 580, like CLARIA® Elite, builds optimum viscosity under conditions of high shear and low pH. It is suitable for ultra-high temperature (UHT) processes such as yogurt production.



CLARIA® G. Series: sustainability in our clean-label starches range

CLARIA® G is a non-GM, European-produced evolution of our CLARIA® Functional Clean-Label Starch range, with a sustainability advantage. With the same functionality, labeling and process tolerance benefits of the original versions of CLARIA® Functional Clean-Label Starch, CLARIA® G uses a new production process that reduces its carbon footprint by 34% and water use by 35%,³ offering yet another point of differentiation to your products.

CLARIA® CORN-BASED STARCHES	CLARIA® TAPIOCA-BASED STARCHES
CLARIA® Essential	CLARIA® Bliss 560
CLARIA® Plus	CLARIA® Bliss 570
CLARIA® Elite	CLARIA® Bliss 580
CLARIA® G Essential	CLARIA® Everlast® 565
CLARIA® G Plus	CLARIA® Everlast® 575
CLARIA® G Elite	CLARIA® Everlast® 585
CLARIA® Instant 340	
CLARIA® Instant 360	
CLARIA® Instant 363	
CLARIA® Top Gel 130	

About Tate & Lyle

We are a leading global food and beverage ingredients and solutions supplier, with a 160-year history of ingredient innovation. Through our purpose, *Transforming Lives Through the Science of Food*, we believe that together, we can successfully grow our businesses whilst having a positive impact on society. Partner with us to create healthier, tastier and more sustainable food and beverage solutions for consumers.

¹ Mintel GNPD—Average of Food and Beverage product launches from 2018 to 2022 containing any of these claims: "all-natural product," "free from added/artificial additives," "free from added/artificial colorings," "free from added/artificial flavorings," "free from added/artificial preservatives," "GMO free," "no additives/preservatives," "organic."

² "Starch" or "maize starch" in Europe; "starch" or "corn starch" in the US, Canada, China, Australia, New Zealand and Latin America

³ Reductions are compared with the existing line of CLARIA® products.

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