

CONSUMER-PREFERRED “FLOUR” ON THE LABEL

Achieve more with an expected and preferred ingredient



Introducing new **HEMECRAFT® Create** multi-functional tapioca flour

What if you could get all the functional attributes of modified starch along with a clean taste and label to match? Now you can with new HEMECRAFT® Create multi-functional tapioca flour. Get improved product stability and shelf life and deliver a superior eating experience in soups, sauces, yogurts, dairy desserts, baby food and more.

CLEAN & SIMPLE™ 

Ingredion
idea labs™ 
IDEAS TO SOLUTIONS

Improve the experience from label to table

Consumers are checking labels more than ever before and want to see ingredients that are expected and accepted. Research shows that tapioca flour is perceived as being even more “natural” than starches in many applications.¹ By choosing HOMECRAFT® Create multi-functional tapioca flour, your products can feature clean labels and a gluten-free claim, becoming even more attractive to consumers seeking better-for-you options. And when it comes to the eating experience, consumers will love your products’ vibrant flavors and enhanced, creamy mouthfeel.

GET THE FUNCTIONALITY AND COST OPTIMIZATION YOU NEED

HOMECRAFT® Create multi-functional tapioca flour brings you:

- **Viscosity and gel strength of modified starches**
- **Smooth texture with no gelling or syneresis**
- **Enhanced texture stability over shelf life**
- **Improved freeze/thaw performance**

And because it can build greater viscosity than other clean label starches can, in many applications, our innovative tapioca flour enables you to effectively manage usage levels and optimize costs.

DELIVER IMPROVED TEXTURE AND REDUCED FAT

Envision your sauce or custard with an even smoother, glossier surface. Imagine your yogurt with a more indulgent and longer-lasting mouthfeel. Because of the inherent textural properties of our new tapioca flour, you can cut back on fat while offering an improved nutritional profile. And you can maintain or improve the flavor and creamy texture of your products.



NEW FROM THE CLEAN LABEL INNOVATORS

Our experts are as passionate about CLEAN & SIMPLE as you and your consumers are. That’s why we’re building upon our two decades of experience in clean label formulating by bringing you innovative ingredients that solve your challenges and enable exciting benefits. With our proprietary DIAL-IN® Texture Technology and 27 Ingedion Idea Labs™ innovation centers around the world, we can help you create enticing sensory experiences with the expected and accepted ingredients consumers seek.



Ingedion™

Innovate with **CLEAN & SIMPLE**
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1. Ingedion proprietary global research, “Vision Critical, Clean & Clear Labeling Research, February 2016.”

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