

MEET CONSUMERS' DESIRE FOR **SIMPLER LABELS**

Create clean label poultry products



Deliver the appeal of clean and simple labels without compromising quality or your bottom line

What do consumers expect in their poultry products? Moist, succulent poultry with flavor and tenderness. And they also want a fresh appearance and back-of-pack label with simple ingredients they accept and recognize. Today you can deliver these qualities and more in frozen and refrigerated processed poultry products – while improving yield – without the use of phosphates and modified starches. Thanks to the meat experts of Ingredion Idea Labs™ innovation centers, differentiating your clean label poultry products just got simpler.

CLEAN & SIMPLE™ 

Ingredion
idea labs™ 
IDEAS TO SOLUTIONS

Create clean label poultry products that satisfy demand

69%

growth in new poultry product launches with no additives/ preservative claims from 2012 to 2016.¹

81%

of manufacturers world wide plan to reformulate for cleaner labels in the next two years.²

47%

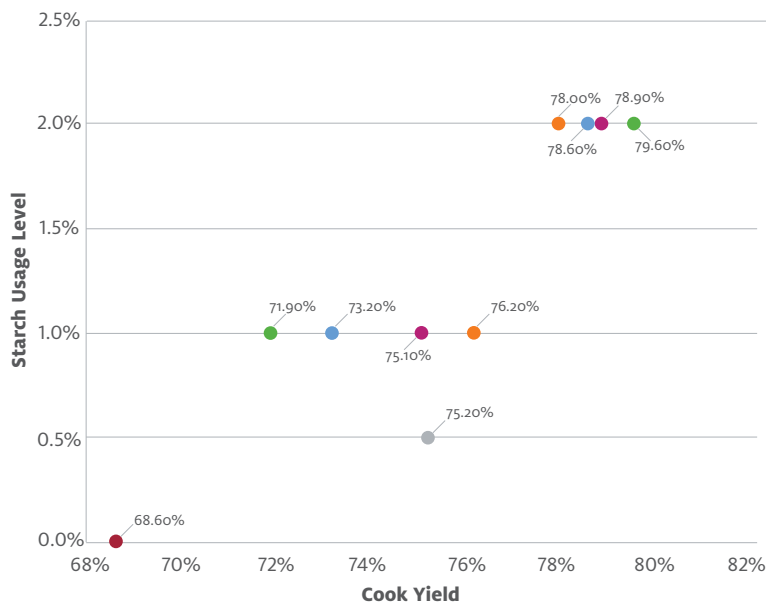
of consumers who regularly eat meat, seek meat products that have fewer additives.³

It can be a challenge to juggle the need for better yields, texture and succulence while maintaining a clean label. In fully-cooked, ready-to-eat chicken products, sodium tripoly-phosphate performs a key role in moisture management. In the absence of phosphates, unacceptable low cooked yield and tough, dry texture are common issues.

PERFORMANCE. SAVINGS. CLEAN LABEL MOISTURE CONTROL

Take advantage of our clean label expertise – and broad ingredient portfolio – to enhance or reformulate your products with a simpler label that delivers the taste, texture and performance you need to stay on-trend and profitable in a competitive landscape. Our non-GMO N-HANCE® and NOVATION® functional native starches and PENPURE® 37 and 10 native starches can replace modified starches and sodium tripoly-phosphate to lock in moisture in your tumbled and injected marinated poultry products. The starches bind and control water for tenderness and texture, preventing purge and retaining yield. As a result, you can produce succulent frozen, refrigerated and thermally processed chicken breasts.

SEE HOW COOKING YIELD COMPARES



● NOVATION 2700 functional native starch ● PENPURE 37 native starch ● Phosphate control
● N-HANCE 59 functional native starch ● PENPURE 10 native starch ● Negative control = no ingredients

Note: The maximum level of phosphate is regulated at 0.5%

Innovate with CLEAN & SIMPLE

ingredion.us/meat | 1-800-713-0208

INGREDION'S CLEAN LABEL SOLUTIONS DELIVER IMPORTANT BENEFITS

- “No additive”, “no preservatives and “free-from” claim possibilities
- Elimination of modified starches and sodium tripoly-phosphate
- Reduce water loss for greater yield
- Lock in and control moisture and flavor for improved eating qualities – succulence, flavor, texture, cutting ability

CLEAN LABEL EXPERTISE. UNRIVALED SUPPORT.

Our industry leading experience in helping launch or reformulate to a clean label product can go a long way in helping you to achieve your goals. Make your poultry products even more delicious with our applications, sensory and CULINOLOGY® capabilities that allow us to quickly translate your goals into workable prototypes for winning formulations. Collaborate with our meat experts to solve your clean label challenges.

CREATE THE OPTIMAL BALANCE OF YIELD, TASTE AND TEXTURE

	VISUAL	SUCCULENCE	TENDERNESS	LABEL
N-HANCE 59	✓✓✓✓	✓✓✓	✓✓✓✓	Potato starch
NOVATION 2700	✓✓✓✓	✓✓✓✓	✓✓✓✓	Corn starch
PENPURE 37	✓✓✓	✓✓✓✓	✓✓✓✓	Rice starch
PENPURE 10	✓✓✓	✓✓✓	✓✓✓	Potato starch

✓ Compared to negative control on a 1-5 scale, based on internal evaluation

SOURCES:

1. Mintel GNPD – Poultry US November 2016 report
2. Ingredion proprietary research, MMR, Consumer Study, 309 consumers, USA, April 2015
3. Meat Consumer Segmentation Research, Midan Marketing, 2016



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