

LABELS AS **HIGHLY DESIRABLE** “RICE FLOUR”

# Get superior functionality and **eating quality**



## Introducing new **HEMOCRAFT® Create** **multi-functional rice flours**

Easy-to-digest, non-allergenic rice cereal is often the first solid food given to infants. Now this universally accepted ingredient milled into flour brings smooth, silky textures, opacity and homemade appeal to your applications—with all the process tolerance and stability you expect from a modified starch. **HEMOCRAFT® Create** multi-functional rice flours allow you to deliver silkier sauces; richer-tasting dairy and dairy-free products; smoother, creamier soups; and much more. All with “rice flour” on your labels for a potentially healthier image!

**CLEAN & SIMPLE™** 

**Ingredient**  
**idea labs™**   
IDEAS TO SOLUTIONS

# Get everything you need from **one amazing line of flours**

Delivering just-right texture and fresh appeal requires superior process tolerance and stability over shelf life. While modified starches can provide this kind of functionality, today there's a clean label solution that offers fresh advantages: HOMECRAFT® Create multi-functional rice flours.

## **LABELS SO DESIRABLE, THEY DRIVE PURCHASE INTENT**

More consumers are checking labels to make sure the products they choose are made from expected and accepted ingredients. Rice flour, according to research in the United States, Canada and Europe, is seen by consumers as superior in "natural" perceptions and also drives purchase intent with its healthy image.<sup>1</sup>

## **EATING EXPERIENCES SO ENJOYABLE, THEY DIFFERENTIATE YOUR BRAND**

Give your most discerning consumers what they want. Smoother, creamier, more indulgent textures, even in dairy-free applications. Sauces that are gluten-free, but able to maintain opacity. Velvety soups, including lower-fat options, with no compromise in flavor. With HOMECRAFT® Create multi-functional rice flours, you can give consumers differentiated sensory experiences and elevate your brand.

## **FUNCTIONALITY AND COST SAVINGS**

HOMECRAFT® Create multi-functional rice flours offer the process tolerance and shelf life stability of modified starches, the ability to reduce or replace fats and dairy ingredients, and potential savings from lower cost-in-use and waste reduction.

FEATURES	HOMECRAFT® Create 835	HOMECRAFT® Create 865
Freeze/thaw stability	✓	✓
Short, silky texture	✓	✓
Moderate to high process tolerance	✓	
Low to moderate process tolerance		✓
Stability at low pH	✓	✓
Opacity generation	✓	✓
Bland flavor	✓	✓
"Rice flour" on label	✓	✓

## **PERFECT FOR A BROAD RANGE OF APPLICATIONS**

Bring luscious textural appeal to these and other foods:

- Soups and sauces
- Batters and breadings
- Chilled and frozen soups, sauces and ready meals
- Ready meals
- Dairy-free products
- Snacks and cereals
- Baby food

Innovate with **CLEAN & SIMPLE**  
[ingredient.us/riceflour](http://ingredient.us/riceflour) | 1-800-713-0208



## **NEW FROM THE CLEAN & SIMPLE INNOVATORS**

With more than two decades of experience in clean label formulating and a passion for innovation, our experts can help you make the best ingredient choices for the functionality and label appeal you seek. With innovative ingredients, like HOMECRAFT® Create multi-functional rice flours, and our 27 Ingression Idea Labs™ innovation centers around the world, we're ready to help you create enticing sensory experiences with the expected and accepted ingredients consumers want today.



**Ingression**™

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1. Ingression proprietary global research, Dragon Rouge, April 2017

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