

IMPROVE PERFORMANCE

# Achieve clump-free shredded cheese with a consumer-friendly solution



## Get superior anti-caking in your shredded cheese products with PURITY<sup>®</sup> P 1002 native pea starch

Deliver shredded cheese that's clump free with authentic taste, fresh appearance and exceptional melt — with recognizable ingredients. More than eight in 10 consumers say they want products with a clean and simple label.<sup>2</sup> Boast a clean label and outstanding melt without compromising true cheese flavor or freshly shredded cheese appearance with PURITY P 1002 pea starch.

CLEAN & SIMPLE<sup>™</sup> 

Ingredion  
**idea labs**<sup>®</sup>   
IDEAS TO SOLUTIONS

# Improve shredded cheese appeal

Consumers want clean labels touting recognizable ingredients that are perceived as healthy. In a recent Ingredion proprietary research study, 84% of consumers said they prefer food with recognizable ingredients. And 76% of consumers said they want ingredients that “seem healthy,”<sup>1</sup> but they’re not willing to compromise on the taste and performance of their preferred foods.

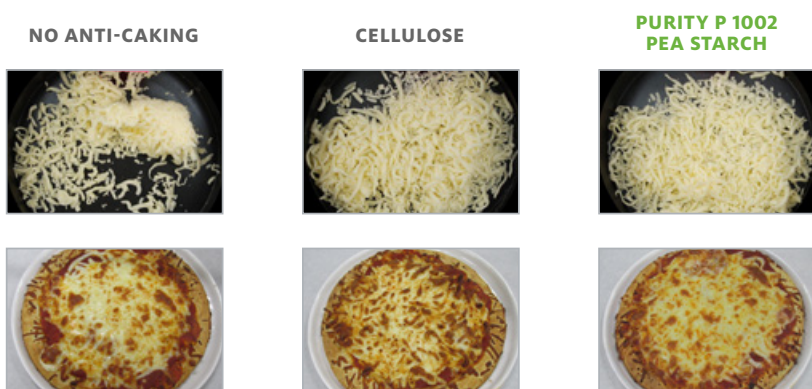
Shredded cheese is no exception. Consumers want shreds that can be easily separated with no clumping. They insist on fresh cheese appearance with no powderiness. They expect even melting and demand pure, fresh cheese flavor. Up until now, delivering on all these desired attributes while maintaining a competitive cost, has been a challenge for the cheese industry. Ingredion’s new clean label anti-caking PURITY® P 1002 native pea starch makes the goal attainable.

## Performance without compromise

To meet consumer demand for recognizable ingredients and simple labels, manufacturers want ingredients that can replace cellulose in shredded cheese without compromising on cost and functionality. Native pea starch has proven appeal as an ingredient in shredded cheese products. Seventy-five percent of shredded cheese consumers say they would accept pea starch in their product. And 54% perceived it as “healthier” than other starches. Additionally, pea starch enjoyed significantly higher preference over cellulose, with 87% of consumers preferring it to cellulose.<sup>1</sup>

Ingredion studies demonstrate that PURITY P 1002 native pea starch delivers superior overall performance in shredded cheese compared to cellulose powder:<sup>3</sup>

- Delivers good flowability with no clumping
- Leaves no powdery appearance on cheese shreds
- Supports even and complete melting, while reducing blistering
- Provides clean flavor and no powdery mouthfeel



### Additional benefits include:

- Non-GMO ingredient
- Enables clean & simple labels
- High consumer acceptability
- Low dusting

## SHRED CHALLENGES WITH INGREDION

Authentic taste, fresh appearance and exceptional melt is what turns a cheese-filled meal into a favorite dish. Adding PURITY P 1002 pea starch to your shredded cheese provides easy flowability in the unheated cheese and amazing melt when heated or baked. The pea starch is cost competitive, while delivering improved performance over other anti-caking ingredients. Most importantly, it enables a flavorful eating experience in all your shredded cheese applications with a recognizable label. Work with Ingredion to take advantage of clean label consumer insights, formulation knowhow, and applications expertise to help deliver outstanding shredded cheese performance with unmatched appeal.



**Ingredion**®

**Ingredion Incorporated**  
5 Westbrook Corporate Center  
Westchester, IL 60154

## Innovate CLEAN AND SIMPLE

[ingredion.us/cheese](https://www.ingredion.us/cheese) | 1-800-713-0208

### Sources:

1. Ingredion proprietary research, consumers of shredded cheese, Food Advisory Council, August 2019
2. Ingredion proprietary research, Global Clean Label Consumer Study, April 2017
3. Ingredion research conducted in Bridgewater, NJ, May 2019

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