

ENRICH THE TEXTURE OF “BETTER-FOR-YOU” FOODS

# Craft low-fat products with creamy, full-fat-like texture



## New potato starch delivers indulgent texture and allows richer flavors to shine through

Treat consumers to a new level of creamy indulgence in low-fat or vegan products. Ingredion's new PENBIND® 1180 premium modified potato starch brings an unparalleled range of textures and benefits to savory and dairy applications such as yogurt, dressings, sauces and mayonnaise. Now you can create low-fat products that simply taste better.<sup>1</sup> Enhance mouthfeel with the high viscosity the starch provides to get a creamy, full-bodied texture in your products. The starch has a very clean and neutral flavor, allowing low-fat and vegan formulas to have the same or better eating experience — and flavor — as traditional formulas.<sup>2</sup> Fat will not be missed, even in “better-for-you” versions of the most indulgent products.

SENSORY EXPERIENCE™ 

Ingredion  
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IDEAS TO SOLUTIONS

# Indulgent, low-fat creamy products start here

## **PENBIND® 1180 PREMIUM MODIFIED POTATO STARCH HELPS GET YOU TO THE DESIRED PINNACLE OF TEXTURE.**

Consumers seek foods that offer fewer calories or less fat without sacrificing texture. Studies also demonstrate consumer preference for smooth and creamy textures in products like dressings and dairy products.<sup>1</sup> Low-fat and other “better-for-you” versions of these items tend to suffer from texture and flavor deficits, including a thin watery mouthfeel and chalky texture.

Ingredion’s PENBIND 1180 premium cook-up modified potato starch provides high viscosity and stands up particularly well in high-shear applications. The smooth, velvety texture and creamy mouthfeel of products made with PENBIND 1180 starch allow for a superior eating experience.<sup>2</sup>

PENBIND 1180 modified potato starch has less salt sensitivity and smoother texture when compared with standard potato starches. These optimal characteristics allow formulators to use potato starch in applications where standard potato starches cannot typically be used, such as dressings.<sup>2</sup>

The modified potato starch is perfectly suited for products manufactured under harsh processing conditions.<sup>2</sup> Produced domestically in the U.S., the starch potentially allows for reduced inventory levels and lower waste.

## Get performance and savings

The experts at Ingredion have been innovating in product structure and texture for decades. Makers of “better-for-you” and indulgent products can now deliver texture benefits at lower ingredient usage levels, helping to reduce your costs, while also enhancing the consumer eating experience. Bring smooth creamy textures and cleaner flavors to life in your products, plus replace fat, build back texture and extend stability.

### SOURCES:

<sup>1</sup> Informal Ingredion sensory testing

<sup>2</sup> Internal Ingredion testing

## Innovate with **SENSORY EXPERIENCE**

Let us help you create your own success story.

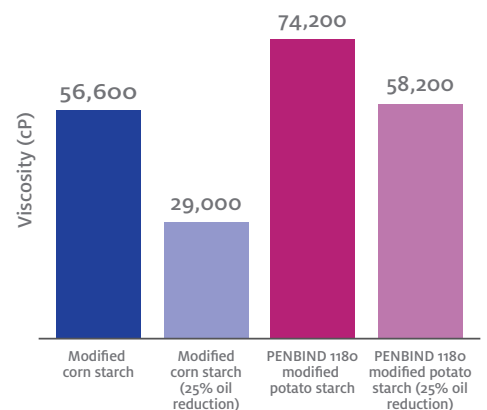
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## **ENHANCE THE EATING EXPERIENCE**

In yogurts and dairy desserts, PENBIND 1180 modified potato starch provides smooth texture and cleaner flavor for indulgent, melt-in-the-mouth textures — especially in low-fat versions of these products. In dressings and sauces, the starch works as a fat replacement and also helps build back texture when replacing other ingredients, offering higher viscosity, creamy mouthfeel and extended shelf life.

Seven-day viscosity comparison in a salad dressing



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