

CLEAN LABEL PERFORMANCE IN BAKERY

Deliver delicious grain-free & gluten-free baked goods with clean label appeal



Exceptional baked goods and snacks are possible with PURITY® P 1002 native pea starch

Create delicious bakery and snack products that are gluten free, grain free and clean label. Gluten-free products continue to be important to consumers as evidenced by continued growth in the United States, where the gluten-free market is expected to be more than \$18 billion by the end of 2025.¹ Additionally, consumers are seeking out and purchasing grain-free products to further avoid sensitivity/intolerance issues.¹ With its versatile functionality to solve texture challenges, PURITY P 1002 pea starch can help you formulate gluten-free bakery products that are also grain free and clean label. Pea starch is widely accepted by consumers as an ingredient in many applications, including snacks.² In fact, 54% of consumers perceived pea starch to be healthier than other starches.³ Make PURITY P 1002 pea starch part of your gluten-free bakery toolbox to ensure you're delivering on consumer expectations for taste, texture and label claims.

CLEAN & SIMPLE™ 

Ingredion
idea labs 
IDEAS TO SOLUTIONS

Performance with a clean label

Simplify ingredient labels on gluten-free products for irresistible consumer appeal

The gluten-free market has been greatly impacted by the clean label trend, placing clean label, gluten-free bakery and snack goods in increasingly high demand. In a recent Ingedion survey, 84% of consumers said they prefer food with recognizable ingredients and 76% of consumers said they want ingredients that “seem healthy”.⁴

PURITY® P 1002 pea starch is a plant-based, gluten-free, grain-free and non-GMO ingredient. It is not derived from a major allergen and is ideal for meeting clean label declarations in gluten-free bakery and snacks. PURITY P 1002 pea starch is suitable for vegan bakery and snack recipes and can be used to replace grain-based bulk ingredients, such as corn, rice, or sorghum flours and starches when a grain-free label declaration is needed.

Taste, texture and recognizable ingredients are key purchase drivers for gluten-free bakery products.³ PURITY P 1002 pea starch is a highly purified starch and does not impact the color or flavor of the final product. It can be used as a bulk flour ingredient in gluten-free breads, cakes, cookies, muffins, tortillas, crackers, and pasta at 10-50% of the bulk flour system, depending on the application and desired functionality.

Functional benefits of pea starch

Finding clean label gluten-free ingredients that deliver the right functionality at an affordable cost can be challenging, but PURITY P 1002 pea starch can help. Pea starch naturally has a higher amylose content than standard corn, rice, tapioca, or potato starch, providing additional structure to gluten-free baked goods. This means good yields and final baked specific volumes (Table 1). It increases product crumb firmness and resilience and facilitates bread sliceability. PURITY P 1002 pea starch also delivers freeze/thaw stability, enabling storage at freezing conditions without drastic changes in product firmness (Figure 1).



CLEAN LABEL, GRAIN-FREE SOLUTIONS FOR GLUTEN-FREE BAKERY WITH INGREDION

Create on-trend, gluten-free products with the label claims that resonate with consumers, including: “free-from” grains, “non-GMO,” “vegan” and “plant-based.” Gluten-free bakery items with good volume and crumb firmness are possible when PURITY P 1002 pea starch is part of your gluten-free bakery toolkit. Produce gluten-free breads with good sliceability, shelf life and freeze/thaw stability. Ingedion’s experts can help you deliver outstanding gluten-free breads, sweet baked goods and snacks with clean label consumer insights and our formulation and application knowhow.

Gluten-free bread with PURITY P-1002 pea starch

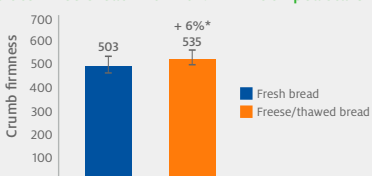


Figure 1: Crumb firmness measured with Texture Analyzer on a fresh bread (24hrs after baking), and after freeze/thawing. Bread was frozen for a minimum of 2 weeks before testing with the Texture Analyzer. *The % values represented on top of the orange bar represent the % of firmness increase compared to the values measured on the fresh bread.

Table 1: Baked yield, specific volume and volume measured in a 1lb gluten-free white bread loaf containing 32% (baker's %) of PURITY P-1002 pea starch. Please contact us for the recipe used.

Parameter	Data
Baked yield	88.8%
Specific volume	3.04 g/ml
Volume	1,402 ml

INNOVATE WITH PURITY® P 1002 NATIVE PEA STARCH

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

Sources:

1. United States Gluten-Free Market Report, Global News Wire, March 2019
2. Ingedion proprietary ATLAS research, consumer study, global, 2019
3. Ingedion proprietary research, Food Advisory Council, shredded cheese consumers, August 2019
4. Ingedion proprietary research, consumers of gluten-free bakery products, Food Advisory Council, October 2019

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