

GRAIN-FREE. CLEAN LABEL. PET OWNER-APPROVED.

Create on-trend pet food and treats with powerful plant-based solutions



Formulate the grain-free and clean label products today's pet owners want that deliver the nutrition pets need with Ingredion's highly functional, plant-based ingredient solutions

Consumers increasingly want clean label, highly nutritious foods and beverages for their whole families — including their pets. From short lists of recognizable ingredients to “free from” front-of-package claims, consumers expect their pets' food to be as clean and simple as their own.¹ Formulate the pet food and treats that consumers will love feeding to their four-legged family members with innovative plant-based solutions from Ingredion. Our pea protein concentrate and starch can help you create appealing, nutritionally balanced products with in-demand label claims, helping you set your brand apart.

CLEAN & SIMPLE™ 

Ingredion
idea labs® 
IDEAS TO SOLUTIONS

Satisfy pets and owners alike

From grain-free and non-GMO claims to products rich in protein and micronutrients, today's pet owners are shopping for pet food and treats that they can feel good about putting in their pets' dishes.²

Create pet products that meet consumers' expectations and that will win their pets' approval, too, with innovation from Ingredion. Our **PURITY® P 1304 pea starch** and **VITESSENCE® Pulse 1550 pea protein concentrate** allow you to replace other starches and flours and allow for complementary protein combinations while delivering the performance you need in canned foods, gravies, dry kibble, treats, biscuits and more. These solutions also support the on-trend grain-free claims and clean labels your consumers want, giving pet owners more reasons to choose your products.

Functional solutions for appealing, wholesome pet products

Ingredion plant-based solutions can help you meet your clean label and nutrition goals while providing the functionality necessary to create enticing pet food and treats.



CREATE IN-DEMAND PET FOOD AND TREATS WITH INGREDION

Work with Ingredion to access our broad portfolio of plant protein solutions as well as the capabilities of our 28 Ingredion Idea Labs® innovation centers globally. Our experts have the consumer insights, applied research, applications knowhow and culinary and nutrition expertise to help you create owner-approved pet food and treats and get new products to market fast.



Ingredion®

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Features	PURITY® P 1304 pea starch	VITESSENCE® Pulse 1550 pea protein concentrate
Label	Pea starch	Pea protein
Applications	Canned foods and gravies, semi-moist pet foods, dry food and kibble, biscuits and treats	Canned foods and gravies, semi-moist pet foods, dry food and kibble, biscuits and treats
Enables grain-free and gluten-free claims	X	X
Enhances nutritional value		X
Enhances protein content	X	X
Can replace animal byproduct protein		X
Provides texture and structure	X	X
Improves ingredient binding	X	
Improves water and fat binding	X	X
Offers thickening and gelling functionality	X	X
Increases efficiency of extrusion and injection molding	X	

Innovate with CLEAN & SIMPLE

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

Sources:

- 3 pet food trends that continue to redefine the industry, Petfoodindustry.com, January 2018
- Humanization drives growth in alternative pet food sector, Petfoodindustry.com, March 2016

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