

# Texture is more important than ever for **winning consumer loyalty**

Only Ingredion has the deep expertise, proprietary DIAL-IN® Texture Technology and ingredient portfolio to help you capture all of the value that texture provides to your products and bottom line.

## Texture is as important as flavor — eating is a multi-sensory experience

**144%**

increase in the number of food **product launches with texture claims** 2009-2014

**147%**

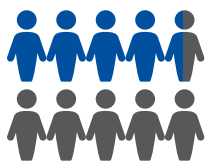
increase in the number of **new product launches with gluten-free claims** 2012-2014

**24%** increase in the number of **new launches with low/no/reduced claims** 2012-2014 

### Customer top challenges



### Consumer preferences



**44%**

rarely/never give up good taste for health benefits

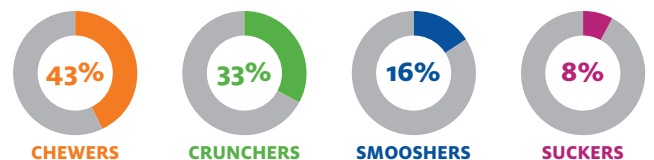


**46%**

always/usually choose foods/beverages just because they taste good

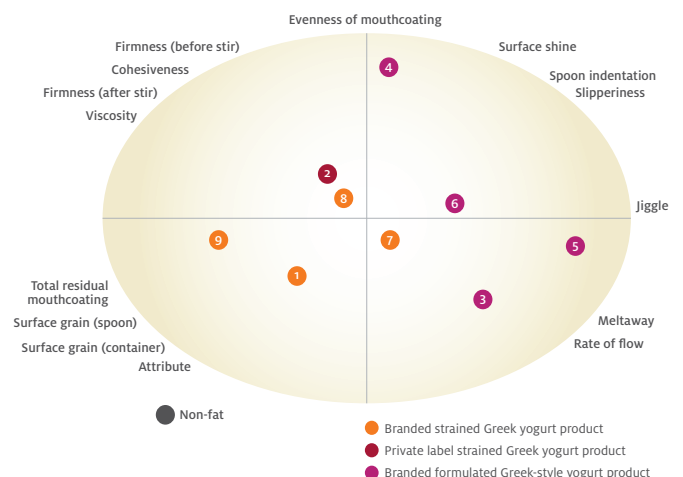
## Ingredion is the leader in food texture design

- A broad and deep texture ingredients portfolio
- DIAL-IN Texture Technology is a robust, data-driven approach that delivers expertise and processes that provide the shortest path to the perfect texture.
- Applications, CULINOLOGY® and sensory testing experience
- Understanding market trends and consumer eating styles:



## Food texture landscaping and formulations expertise

TEXTURE MAP OF NINE GREEK-STYLE YOGURT PRODUCTS



Ingredion™

# Ingredion offers the **broad and deep texture ingredients portfolio you need** to achieve your goals

As the leader in starches, which form the backbone of structure and texture for products in the modern food industry, Ingredion has texturizers, co-texturizers and texture systems, including hydrocolloids, to help you capitalize on growing consumer interest in texture as part of the eating experience.

**Ingredients to replace costly or undesirable ingredients**, such as fat, sugar or allergenic, while maintaining the desirable texture and eating experience.

## WHAT INGREDION OFFERS:

### Fat replacement:

- N-DULGE® range, EXTRA® range, N-LITE® LP, PENGEL® in dairy, sauces, bakery and meats



### Protein replacement:

- PRECISA® CREAM 10, N-CREAMER® 115 in yogurt
- PRECISA 600 series, GEL 'N' MELT®, ELASTIGEL® 1000 J in cheese



### Premium gluten-free textures:

- PRECISA BAGE GF, HOMECRAFT® CREATE GF, PENTECH® GF in baked goods



### Tomato solids replacement:

- PRECISA CLING, TEXTAID®-A, INSTANT TEXTAID-A, PENCLING®, ULTRA-SPERSE® SR, ULTRA-TEX® range



### Egg replacement:

- N-CREAMER® 2000 in mayonnaise
- PRECISA BAKE 100 & GUMPLETE® in baked goods



**Ingredients to create premium or new textures** to differentiate foods and beverages and improve the eating experience.

## WHAT INGREDION OFFERS:

### Creamy textures:

- N-DULGE range, ULTRA-TEX 4 & 8, EXTRA range, PRECISA CREAM 10, PRECISA CARRA, N-CREAMER 115



### Crispy textures:

- CRYSTAL TEX® range, CRISP FILM®, ULTRA-CRISP® CS, PENBIND®, PENPURE®



### Crunchy textures:

- BAKA-SNAK®, CRISPIOCA™, INSTANT EXTRA



### Pulpy textures:

- TEXTAID A, INSTANT TEXTAID A

### Gelled textures:

- ADVANTA-GEL® S, ELASTIGEL® 1000 J, GEL 'N' MELT, STIR'N'SET™ FG, PRECISA CARRA™, GUMPLETE



### Instant applications:

- ULTRA-TEX range
- ULTRA-SPERSE SR
- PRECISA SPERSE 100



## TO GET STARTED, CONTACT US:

1-866-961-6285 | [ingredion.us/idealabs/izs/texture.html](http://ingredion.us/idealabs/izs/texture.html)

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Developing ideas.  
Delivering solutions.™