

SUCCESS STORY: BAKED POTATO CRISPS

Not crunchy or crispy but “crinchy™”

CHALLENGE:

A manufacturer of baked potato crisps wanted to transform their texture toward a “crinchy” eating experience halfway between crunchy and crispy.

VALUE OPTIMIZATION

Achieve targeted texture via formulation and process, without any additional investment in capital equipment.

TEXTURE TRANSFORMATION

Move current product texture toward a market benchmark.

How do you get a baked potato crisp that’s crispy enough to savor but crunchy enough to hold a dip? Here’s how.



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1 goals

- Move from crunchy to “crinchy,” toward market benchmark
- Improve texture on current equipment — no additional investment
- Clean label preferred

2 insights

Key terms: Crispy, crunchy

3 sensory

KEY TEXTURAL ATTRIBUTES

- Hardness
- Fracturability
- Denseness
- Volume
- Pitch
- Cracks per bite
- Duration of sound
- Dissolvability

TEXTURE TARGETS

- Texture transformation: Move texture toward that of a market benchmark
- Value optimization: Do so using only the current equipment

4 process

Sheeted, baked process

5 formulate

- ULTRA-CRISP® CS at 20% to 25%
- Adjustments in added water, process parameters and bake time
- No need for additional equipment investment
- Clean label: Corn starch

TEXTURE SOLUTION

ULTRA-CRISP® CS

DIAL-IN® Texture Technology



The shortest path to perfect texture

Rapid, robust and data-driven approach to optimizing texture

1. Define business goals for the project and product

To accelerate the process, we define:

- Technical requirements
- Relevant consumer information
- Label requirements or desired claims
- Nutritional requirements
- Important targets and benchmarks
- Timelines and metrics

2. Gather consumer insights

Consumer language is broad and sometimes hard to measure. To help our manufacturers succeed, we need to first understand consumer desires.

3. Evaluate sensory attributes and set texture target

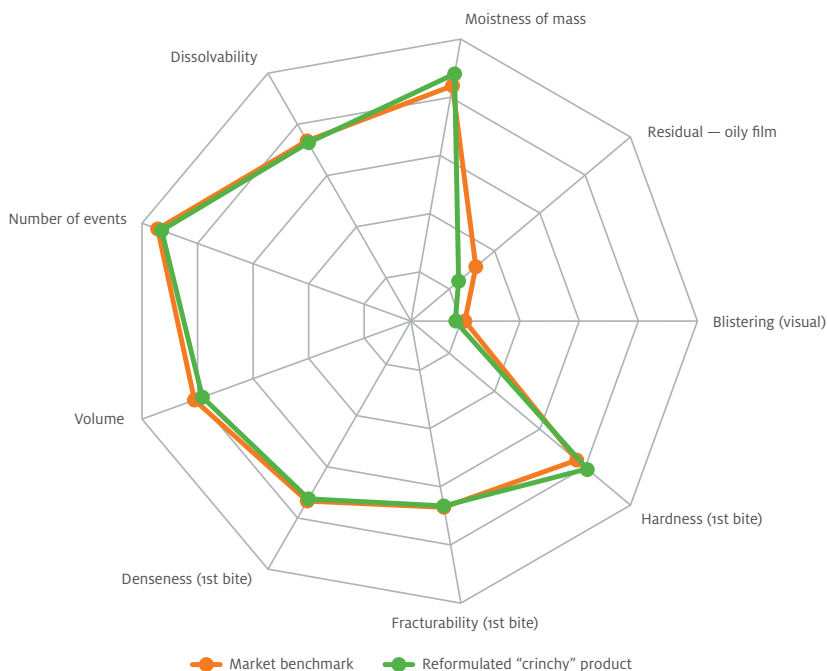
To find key attributes for an application, we characterize products in a range of textural diversity. Then we plot and compare them in a texture map.

4. Understand impact of your process on texture

Equipment, time, temperature, shear and acidity

5. Formulate for texture transformation and/or value optimization

Utilizing data gathered throughout the DIAL-IN approach, combined with Ingredion's texture understanding and capabilities.



Let us help you create your own success story.

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