

Why Europe needs clean label NOVATION Endura™ o100 starch



Consumers want **clean labels** on their foods and beverages

77%

of Europeans say a product's ingredient list is "important" or "very important"¹



Having a **"no artificial ingredients"** claim is important to²

62% OF GERMAN CONSUMERS
68% OF U.K. CONSUMERS
76% OF FRENCH CONSUMERS
78% OF SPANISH CONSUMERS

61%

of Europeans say any kind of "natural" claim would make them change brands¹



If only **clean label starches** could endure UHT, HTST, homogenisation and long cook times

and stay stable with **high heat** and **high shear**



such as in custards • puddings
sauces • dairy desserts
dressings • soups • ready meals



INTRODUCING

NOVATION Endura o100 functional native starch with **next-generation process tolerance**

Desirable textures stand up to **harsh temperatures and shear**



Stability lasts through shelf-life—including **ambient, chilled and frozen**



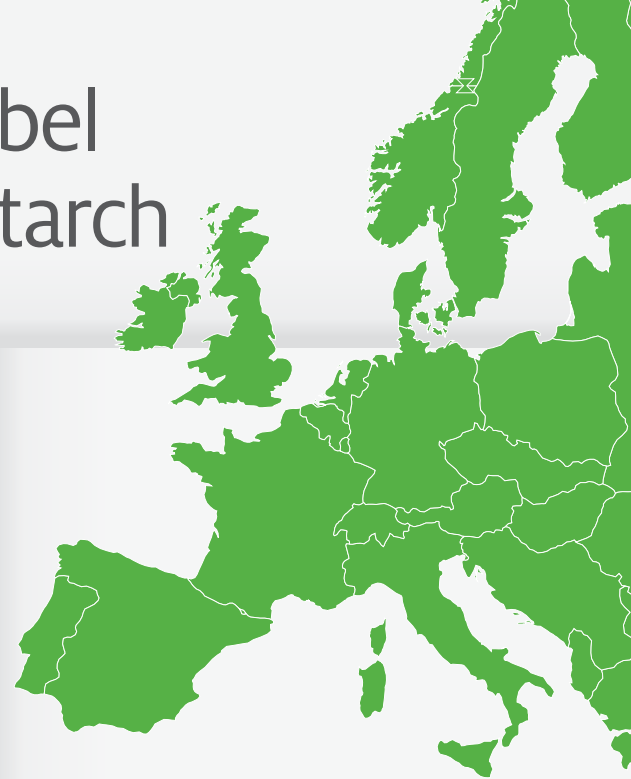
The **clean flavour profile** requires no masking

➔ Now you can **make more clean label products than ever**

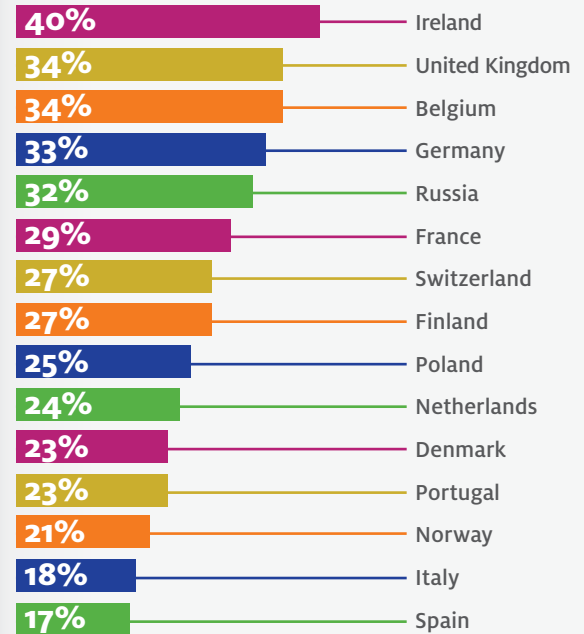


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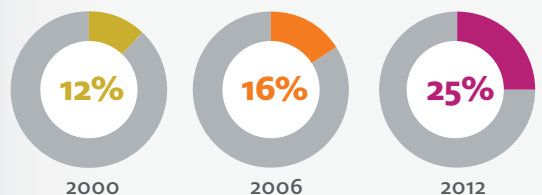
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2012 clean label launches as % of all product launches²



12 years of growth in clean label launches as % of all product launches²



NOVATION Endura™

1. Ingredion 2012 proprietary research on 300 consumers in each of 6 European countries
2. Innova Market Insights, January-September 2012