

# SimPure™ Label-Friendly Starches

Simple ingredients. Pure functionality.™

**SimPure™**  
Simple ingredients. Pure functionality.™

Consumers want simpler labels and familiar ingredients. The expanding SimPure™ portfolio balances label-friendly appeal with functional performance.



## PLANT-BASED

SimPure™ starches leverage the unique properties of various botanical sources, including potato, tapioca and/or corn.



## LABEL-FRIENDLY

SimPure™ is simply labeled as “starch” or as the botanical source + starch (depending on local requirements).

## VERSATILE APPLICATIONS



### Culinary/Convenience

- SimPure™ 99400 – Moderate-processed frozen-ready meals
- SimPure™ 99405 – Ambient/chilled soups, sauces & gravies
- SimPure™ 99500 – Stable-set textures
- SimPure™ 99530 – Ready-to-heat dry mixes
- SimPure™ 99560 – Mild-processed frozen-ready meals



### Dairy

- SimPure™ 99400 – Custards, puddings, Dutch vla



### Meats/Meat Substitutes

- SimPure™ 99500 – Formed meats & meat substitutes
- SimPure™ 99560 – Slow-cooked meats

**Learn more: [cargill.com/simpure](https://cargill.com/simpure)**

*Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.*

© 2019 Cargill, Incorporated. All rights reserved.

**Cargill®** Helping  
the world  
thrive