



Simple
ingredients.
Pure
functionality.™

SimPure™ Label-Friendly Functional Native Starches

As consumer preferences have shifted toward simpler labels and more familiar sources, food and beverage manufacturers have faced the challenge of replacing modified food starch.

Native (unmodified) starches have been used in the food industry for decades. However, they can present functional limitations. Through extensive research, Cargill food scientists have developed an innovative solution: proprietary systems that leverage specific functionalities from a variety of native starches.

Introducing the SimPure™ portfolio: Label-friendly, robust functionality.

The new SimPure™ portfolio of functional native starches offers food and beverage manufacturers a label-friendly solution, together with greater process tolerance, shelf life and storage stability.



The SimPure™ line leverages unique functional benefits from a variety of botanical sources.

SimPure™

Simple ingredients. Pure functionality.™

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Cargill® Helping
the world
thrive

SimPure™ 99560. Created for convenience foods.

The first product in the SimPure portfolio, SimPure™ 99560 was developed to address the need for stability through freeze/heat cycles common to convenience foods. This customized starch solution can replace modified starches in frozen-ready meals without compromising taste, texture or appearance.

- **Optimal freeze-heat stability**, comparable to modified starches
- **Excellent microwave cooking stability**, comparable to modified starches
- **Good viscosity** in mild processing
- **Satisfying mouthfeel and texture**, comparable to modified starches

Ideal for culinary and convenience applications.

- Frozen foods and entrée sauces
- Prepared egg dishes
- Soups
- Dressings
- Dips



TECHNICAL SOLUTION SPOTLIGHT:

Frozen prepared entrée sauce

A custom blend of starches successfully replaced modified food starch. On their own, the individual starches could not provide the desired mouthfeel, texture and stability, but Cargill food scientists knew how to integrate their characteristics to meet product demand.

The Cargill Advantage

As a global ingredient leader, Cargill's diverse portfolio is backed by world-class formulation expertise and supply chain reliability to help food and beverage manufacturers meet the most challenging application goals and marketplace demands.

Learn more:

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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.

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