

DISCOVER INGREDION'S RICE POWER

Superior texture stability with a clean label



Introducing **NOVATION™** rice starches.

Tapping on the familiarity and recognisability of rice as a staple, our specialty rice ingredients help manufacturers create indulgent, high quality, clean label products that consumers desire.

CLEAN & SIMPLE™ 

Ingredion
idea labs™ 
IDEAS TO SOLUTIONS



Perfect texture that lasts

NOVATION™ 8300 and NOVATION™ 8600 RICE STARCHES

When it comes to launching a new food product, achieving the perfect texture is key.

Now, with our **NOVATION™ 8300** and **NOVATION™ 8600** waxy rice starches, you can create delicious products with indulgent textures that stay rich and creamy over their shelf-life.

Our innovative new rice starches offer enhanced texture stability in foods and perform well even in the most demanding processing conditions. They are particularly suited for challenging applications such as high brix or high in protein foods.

With medium to high process tolerance, our functional clean label rice starches place the power in your hands to create the perfect textures – rich, creamy and indulgent – and the all-important clean label.

MEET THE DEMAND FOR CLEAN LABEL PRODUCTS

⁽¹⁾ According to the latest research, consumers have high awareness and as high as 80% acceptability of rice-based ingredients. **NOVATION™ 8300** and **NOVATION™ 8600** starches allow manufacturers to meet the growing demand for clean label convenience foods in Asia-Pacific by helping them to create products with an authentic and preferred “rice starch” label.

Our clean label ingredients are produced from a variety of different bases, such as corn, potato, and tapioca. Rice starch is a powerful addition to our extensive range, allowing us to meet the diverse needs of our customers and the ever increasing expectations of consumers.

Ingredient’s **NOVATION™** portfolio offers the broadest choice of functionalities of any portfolio of clean label starches on the market. Providing low to high process tolerance and texture stability over shelf-life, these products are available in organic varieties and as cook-up or cold water swelling starches.

With unrivalled expertise in clean label formulation spanning over 20 years, CULINOLOGY™ capability and in-depth technical knowledge, Ingredient is the go-to company for clean label product development as well as recipe reformulation.

NOVATION™ 8300 and NOVATION™ 8600 starches are ideal for:

Fruit preparation in dairy

Yoghurt & dairy dessert

Soups & sauces

Tumbled meat

Baby food

Ready meals

CREATE DELICIOUS FOOD WITH OUR RICE STARCHES

Features:

- Waxy rice based
- High (**NOVATION™ 8300** starch) or moderate (**NOVATION™ 8600** starch) process tolerance
- Gluten-free
- Naturally small granule size
- Label declaration: rice starch
- Suitable for colour and flavour sensitive applications
- Hypoallergenic

Benefits:

- Excellent texture stability over shelf-life
- Helps create rich and creamy textures
- Helps create clean and simple labels that consumers prefer
- Enables a smooth transition from modified starches to a clean label solution
- Offers better shelf life stability than waxy maize or tapioca-based solutions
- Suited for challenging applications (e.g. high brix or high protein foods in frozen, refrigerated or ambient storage)
- Supports a “natural” positioning

Create delicious clean label products consumers will want to buy time and time again

Need some ideas for where to use our **NOVATION™** rice starches? Here are some examples of how to make delicious products with textures that stay rich and creamy over their shelf-life.

INDULGENT FRUIT PREPARATION FOR DAIRY DESSERTS



Ingredients	%
Frozen strawberries	38
Sugar	26.7
NOVATION™ 8300 starch	5
Citric acid (50% concentration)	0.45
Water	29.85

Preparation:

- Mix all dry ingredients
- Add powder blend into water and mix
- Add fruits and adjust pH with citric acid to pH 3.3
- Heat under agitation to 90°C
- Hold 90°C for until starch is “good cook”
- Cool down and fill into appropriate containers

Features:

- Superior texture stability over shelf-life
- Clean label “rice starch” declaration
- Gluten-free

SMOOTH AND CREAMY INDULGENT YOGHURT



Ingredients	%
Whole milk	90
Skim milk powder	1
Sugar	6
NOVATION™ 8300 starch	2
Water	1

Preparation:

- Hydrate milk powder in warm milk at 50°C
- Add dry ingredients
- Preheat to 65°C and homogenise at 150 bar
- Pasteurise at 90°C for 10 mins
- Cool to 43°C and inoculate with culture
- Ferment till pH reaches 4.5 - 4.55
- Break curd, deposit into cups and store chilled

Features:

- Smooth and creamy texture
- Superior stability over shelf-life
- Clean label “rice starch” declaration
- Gluten-free

WHOLESDOME AND CREAMY BABY FOOD



Ingredients	%
Apple sauce	60
Apple juice concentrate	9
NOVATION™ 8300 starch	4.5
Citric acid	0.05
Water	26.45

Preparation:

- Slurry all ingredients
- Heat under agitation to 90°C and hold until starch is well cooked
- Cool and fill

Features:

- Superior texture stability over shelf-life
- Clean label “rice starch” declaration
- Gluten-free
- Hypoallergenic

TENDER AND SUCCULENT MEAT



Ingredients (Final)	%
Skinless boneless breast (SBB)	100
Brine solution (extension)	18
Ingredients (Brine Solution)	%
Water	84
NOVATION™ 8600 starch	10
Salt	6

Preparation:

- Deskin chicken breasts
- Tumble with brine solution for 60 mins under vacuum
- Steam until target core temperature of 75 - 80°C
- Freeze and pack to store

Features:

- Enhance tenderness and succulence
- Purge reduction over shelf-life
- Clean label “rice starch” declaration
- Gluten-free

TALK TO OUR CLEAN & SIMPLE EXPERTS

Discover how to achieve clean & simple labels and superior texture stability with NOVATION™ rice starches.

Innovate with CLEAN & SIMPLE

Talk to us about your next clean & simple opportunity.

W: apac.ingrediention.com

T: 1 800 251 871 (Australia)

M: 0800 782 724 (New Zealand)

References

^[1] Global consumer research - conducted by MMR Research Worldwide, an independent research agency commissioned by Ingrediention.



Ingrediention Singapore Pte Ltd
21 Biopolis Road #05-21/27
Nucleos Singapore 138567

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