

Why North America needs clean label NOVATION Endura™ o100 starch



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

73%

worldwide say a product's ingredient list is "important" or "very important"



58% OF U.S. CONSUMERS USUALLY OR ALWAYS READ INGREDIENT LISTS¹

89% OF MEXICAN CONSUMERS WANT A SHORT AND SIMPLE LABEL¹

75% OF CANADIAN CONSUMERS READ LABELS FOR NUTRITION NEEDS OR PRODUCT PROVENANCE²

60%

worldwide say any kind of "natural" claim would make them change brands²



WHOLESOME

If only **clean label starches** could withstand extreme processes such as UHT and HTST pasteurization and high-shear homogenization

and make **clean label** products possible



such as spoonable dressings, yogurts, soups and prepared 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 flavor** works in delicate flavor systems

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

(North America will thank you)

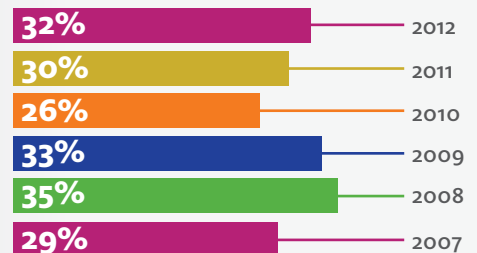


Contact the experts of Ingredion about **NOVATION Endura functional native starch:**
1-866-961-6285 | Ingredion.com/endura

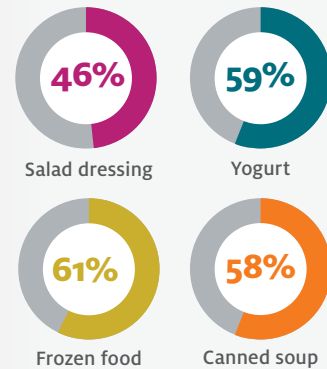
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Clean label launches as % of all product launches³



Consumers willing to pay more for a "natural" label⁴



NOVATION Endura™

1. Ingredion 2012 proprietary research on 300 consumers in each of 11 countries around the world.
2. Food in Canada, June 21, 2012.
3. Innova, New product launches, North America, June 2012
4. Ingredion 2011 proprietary research