

INTRODUCING

CLARIA® G

A functional, more sustainable
clean-label starch

Clearly more sustainable. Clearly the future of food.



More sustainable production

- CLARIA® G production reduces water use by 34%²
- New, more sustainable process reduces carbon footprint by 35%
- Future expansion of more sustainable production to the full CLARIA® line

Key applications

- Dairy
- Soups, salads and dressings
- Bakery fillings

CLARIA® G is made with a new, more sustainable process that reduces its carbon footprint and resource consumption with the same high performance and clean-label benefits.^{1,4}

CLARIA® G Essential Functional Clean-Label Starch

Designed for use in applications that require mildly challenging processing, such as:

- Consumer at-home preparations
- Foodservice items
- In-store prepared products
- Ready meals

CLARIA® G Plus Functional Clean-Label Starch

Designed for use in applications that require mildly challenging processing, such as:

- Neutral to moderate acidity
- High shear mixers
- High temperature/short time (HTST) or long cook times

CLARIA® Elite Functional Clean-Label Starch

Designed to have excellent process tolerance for use in products with extremely challenging processing treatments, such as:

- Ultra-high temperature treatment (UHT)
- High-temperature short-time treatments (HTST)
- High pressure homogenisation

Partner with the experts in mouthfeel

We help our customers implement tailored, future-ready solutions by:

- Providing access to a broad range of starches and other ingredients for mouthfeel.
- Supporting you through our team of mouthfeel scientists and formulation experts.
- Connecting consumer and sensory science to deliver better mouthfeel solutions and innovation more quickly.

¹Depending on botanical source: "Starch," "corn starch" or "tapioca starch" in Europe.

²Reductions are compared with the existing line of CLARIA® products.

³"Starch" or "corn starch" in Europe; "starch" or "corn starch" in the US, Canada, China, Australia, New Zealand and Latin America

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