



CLARIA®
DELIVERS ON
BOTH TASTE AND
PERFORMANCE.



Market opportunity

Globally, consumers are demanding convenient, great-tasting foods that have recognizable ingredients on the label.¹ In fact, one in four new products today is launched with “cleaner-label” claims.²

Clean-label ingredients

To formulate a cleaner-label product, manufacturers often need to replace traditional, highly functional ingredients used for specific purposes such as thickening. This approach can affect shelf life, flavor, appearance, texture and other key characteristics, so finding a clean-label alternative that performs well is crucial. That’s where CLARIA® Functional Clean-Label Starches come in.

CLARIA® benefits

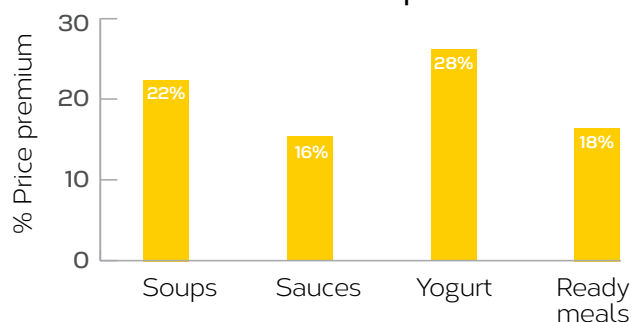
CLARIA® Functional Clean-Label Starches label simply as “starch”^{*} and:

- Are naturally non-GE
- Are comparable to modified food starches and other functional clean-label starches in terms of process tolerance
- Offer clean taste and color comparable to modified food starches
- Use CLARIA® technology, a proprietary technology that has been shown to provide improved sensory attributes (color) vs. other functional clean-label starches

CLARIA® Functional Clean-Label Starches match modified food starches in terms of process tolerance and offer comparable color.



Many consumers are willing to pay a premium for “cleaner-label” products³



Introducing CLARIA® Delight

New functional clean-label starches made from tapioca.

CLARIA® Delight attributes

- Delivers a whiter color, cleaner flavor than other functional clean-label tapioca starches
- Provides high performance similar to a modified tapioca starch
- Naturally GE-free and labels simply as “tapioca starch”
- Is versatile across a wide variety of applications and sophisticated processes

CLARIA® Delight applications

Waxy, corn-based CLARIA® clean-label starches and new CLARIA® Delight clean-label tapioca starches have been tailored for use across a wide range of food-product categories and processing conditions.

Yogurt
Sour cream
Custards
Puddings
Indulgent dairy desserts

Bakery fillings
Creamy sauces
Soups
Toddler meals

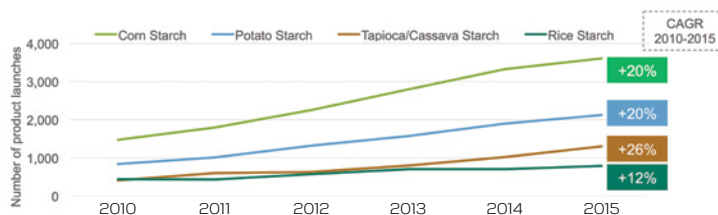
- CLARIA® Delight 560, like CLARIA® Essential, is preferred for moderate heat and shear processes such as retorting, or for batch cooking conditions that impart high temperature for an extended time.

- CLARIA® Delight 570, like CLARIA® Plus, is suitable for processes imparting high temperature and shear for a short time (HTST), as in the pasteurization of yogurts and dairy desserts.
- CLARIA® Delight 580, like CLARIA® Elite, builds optimum viscosity under conditions of high shear and low pH. It is suitable for ultra-high-temperature (UHT) processes such as yogurt production.

Product	Process tolerance	Viscosity of dairy dessert Brookfield, cps
CLARIA® Delight 580	very high	7800
CLARIA® Delight 570	high	7130
Other functional clean-label starches	med-high	4810

Other functional clean-label starches must often be used at higher usage levels to achieve viscosities.

Development of global clean-label product launches – by starch type



Sample availability

Samples of each of the six CLARIA® Functional Clean-Label Starches are available in 1-quart containers. The product is sold in a standard commercial pack size of 25-kilogram bags. All six CLARIA® starches are naturally non-GE and have regular versions available.

CLARIA® Tapioca-Based Starches

CLARIA® Delight 560
CLARIA® Delight 570
CLARIA® Delight 580

CLARIA® Corn-Based Starches

CLARIA® Essential
CLARIA® Plus
CLARIA® Elite

Contact us: Email salesinfo@tateandlyle.com to request a sample and see how CLARIA® can support your cleaner-label product launch.

TATE & LYLE

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