



## Market opportunity

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

## 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

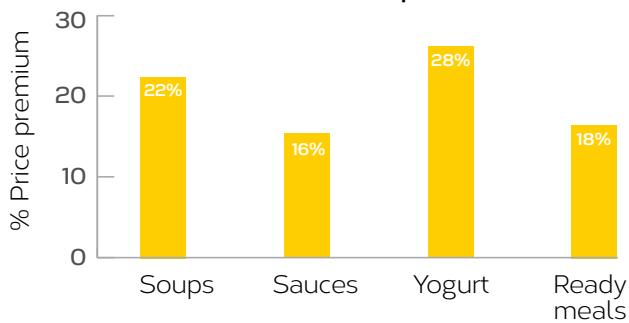
CLARIA® Functional Clean-Label Starches label simply as "starch"\*, and:

- 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" products<sup>3</sup>



# 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                   | Bakery fillings |
|--------------------------|-----------------|
| Sour cream               | Creamy sauces   |
| Custards                 | Soups           |
| Puddings                 | Toddler meals   |
| Indulgent dairy desserts |                 |

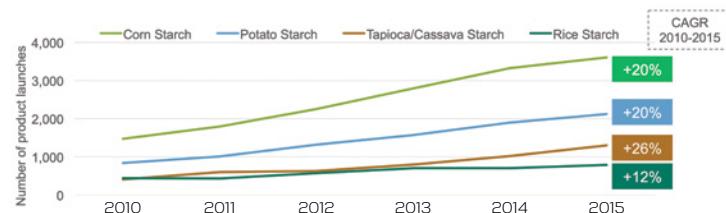
- CLARIA® Delight 560, like CLARIA® Essential, is preferred for moderate heat and shear processes such as retorting, or for batch cooking conditions that impart high temperature for an extended time.

- 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](mailto:salesinfo@tateandlyle.com) to request a sample and see how CLARIA® can support your cleaner-label product launch.

**TATE & LYLE**

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**Claria**  
Functional Clean-Label Starches