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BENEEO Launches First Ever Instant Functional Rice Starch for Clean Label Applications

BENEEO, a leading manufacturer of functional ingredients, has announced the launch of its new precooked functional native rice starch, Rempure S52 P. For the first time it allows food manufacturers to produce clean label food preparations, such as cold processed sauces, dressings, dairy desserts and bakery fillings with an instant functional native rice starch. The new ingredient delivers soft and creamy textures and excellent product stability, even under harsh processing conditions such as shear and acid.

Rempure S52 P is available now across the globe, enabling food producers to further embrace the clean label trend, using rice starch. As consumers continue to avoid products that contain artificial ingredientsⁱ, transparent and simple labels are on the rise worldwide. Recent research has shown that one in four food and beverages launches carry a clean label claim and this increases to one in three for sauces and seasoningsⁱⁱ.

Applications such as food dressings, sauces and dips, bakery fillings, or dairy desserts, traditionally have to withstand acidity and/or high shear during preparation, and it can be challenging to maintain optimal functionality under these conditions. The functional native texturizer Rempure S52 P provides manufacturers with the perfect solution to this problem. This pre-cooked starch performs just as well as modified starches in cold processing conditions that involve low pH and/or high shear, whilst being clean label at the same time.

Consumers worldwide are looking for authentic and natural ingredients. For example, half of UK and three out of five German consumers “intentionally avoid foods and/or beverages with artificial ingredients and look for natural products instead”ⁱⁱⁱ. According to recent global research, when asked why consumers were interested in eating cleaner, almost three out of every five consumers (62%) said it was because it was healthier^{iv}.

Rice is seen as a familiar and healthy ingredient by the large majority of consumers^v. Furthermore, it brings added creaminess and mouthfeel to any recipe, thanks to the unique characteristics of the rice starch granules. Rempure S52 P has performed well in taste trials,

with spoonable dressings, ranch dips and bakery creams tested all receiving positive feedback, particularly regarding the recipes' creamy textures and stability.

Benoit Tavernier, Product Manager Specialty Rice Ingredients at BENEEO commented: "With the increasing demand from consumers for transparent product labels, we are always looking for ways to help our customers meet these market demands. Rempure S52 P has been developed for food producers searching for an instant clean label texturizer for food preparations that can withstand harsh process conditions, whilst giving an additional creamy aspect to the texture of the end product. It is the first rice starch of its kind on the market for this type of application and has already been well received in a range of taste tests. With the now extended Rempure range of functional native rice starches, BENEEO is well set to support existing and potential new customers in their development process of various new clean label products."

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BENEEO has long-term experience in developing and producing ingredients from natural sources for food, feed and pharmaceutical products. These plant-based functional ingredients help improve the nutritional and technical properties of a wide variety of products, by supporting health and optimising taste and texture. The Company's portfolio includes functional carbohydrates from sugar beet, prebiotic chicory root fibre, plant-based proteins and speciality ingredients from rice. Through a unique chain of expertise, including the BENEEO-Institute that provides decisive insights into nutrition science and legislation, and the BENEEO-Technology Center that consults in application technology, BENEEO supports customers by providing ingredients that promote a healthy lifestyle in a holistic way.

Formed in 2007, BENEEO is active in over 80 countries, employs more than 1000 people and has five state-of-the-art production sites in Belgium, Chile, Germany and Italy.

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: @_BENEEO or LinkedIn: www.linkedin.com/company/beneo

For further press information, please contact:

Press Release



Jo Kent at Publicasity

Tel: +44 (0)203 757 6800

Email: beneo@publicasity.co.uk

For further information please contact:

Inga Heinemann, PR-Manager, BENE0

Maximilianstraße 10, 68165 Mannheim, Germany

Phone: +49 621 421 179

Fax: +49 621 421 160

Email: Inga.Heinemann@beneo.com

ⁱ Source: BENE0 consumer research clean label 2018

ⁱⁱ Source: Mintel GNPD, Jan 2015- Sept 2020. Clean label launches are launches with All Natural Product, GMO-Free, No additives/preservatives or Organic claims on the packaging

ⁱⁱⁱ Source: BENE0 consumer research clean label 2018

^{iv} Source: Health Focus International, Clean Conscience Eating Report 2019

^v Source: BENE0 consumer research clean label 2018