GENU® pectin Beta Technology Snapshot
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The What if... You CAN!™ Company
What is GENU® pectin Beta?

- Clean label emulsifier
- Labeled as “Pectin”
- Allergen free
- Approved for use in Organic Products
- Is suitable for use in many types of formulations
- Made from sugar beets
What is GENU® pectin Beta used for?

- Emulsifiers provide a critical functionality in formulating stable emulsions in food products
- Ideal for dressing and sauce applications; as well as flavor emulsions and nutritional emulsions for ingredients like Omega-33
- Can replace traditional emulsifiers, such as:
  - Polysorbate 80
  - Propylene Glycol Alginate
  - Egg
  - Soy
  - Dairy
- Being part of the Pectin family, GENU® pectin Beta is affirmed as GRAS (21 CFR 184.1588) and is on the USDA National Organic Program List (205.606) for use in organic certified products
How does GENU® pectin Beta work?

- Unlike citrus and apple pectin's, Beta Pectin has hydrophilic and hydrophobic regions
- Acts as a true emulsifier while maintaining a clean label
- The long shelf life of 12-24 months allows for excellent stability throughout the life of a product
How does GENU® pectin Beta stack up?

Oil in Water Emulsion Test

GENU® pectin Beta creates an emulsion similar in stability at ½ the use level of propylene glycol alginate.
GENU® pectin Beta looks good, but what about mouthfeel?

The viscosity differences seen instrumentally using the Brookfield viscometer were also detected during the sensory evaluation. At ~½ the use level of PGA, while GENU® pectin Beta provided greater emulsion stability, it also resulted in a lower viscosity, and a lighter mouthfeel.
Does GENU® pectin Beta stand the test of time?

French Dressing Accelerated Shelf Stability Storage Test

The shelf-stable salad dressing industry requires shelf-lives of 6 months and longer. Accelerated shelf-stability tests use heat to shorten the evaluation time. For this testing, the dressings were held at 50°C for one month.
Thank your interest in GENU® pectin Beta!

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