



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.

Negative Control *PGA* *GENU BETA 1/2x* *GENU BETA* *GENU BETA 2x*

Thank your interest in GENU[®] pectin Beta!

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For Questions Contact:

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