



From our fields to your kitchens

Dry Tomato Pulp:

Wholesome ingredients from Mother Nature

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CLEAN LABEL CONFERENCE



Our real food ingredients

100% tomato, foodstuff declaration.

Lycored Real Ingredients - Foodstuff: 100% Tomato

## Our agenda for today

- Who we are.
- Clean label shift.
- The fields we operate in.
- Dry Tomato Pulp: 100% tomato for clean labels.



Our ethos. Wholesome goodness from nature.



**Lycored ingredients are natural, non-GMO, and stable.**

**As Lycored expands, we continue to adhere to our core values**

**BRAND ETHOS**

Curiosity & authenticity above all else.

**PRODUCT PRINCIPLES**

The highest standards in ingredients and science, always choosing convenience and wholesome living.



Lycored Real Ingredients - Foodstuff: 100% Tomato

# Why are our ingredients important?

## Indulgence

- Great taste
- Convenience

## Natural

- Inherent goodness
- Vegan / Vegetarian
- Natural flavors
- Clean label
- Natural colors
- No additives/preservatives
- Allergen free
- Gluten / Lactose free

Consumer and retailer demands move towards naturality, transparency, clarity and health.

- Additives
- Chemical sounding names

- No MSG
- No yeast extract
- No maltodextrin
- No HVP
- Low sodium
- Low / Less fats
- Less sugars
- Fortification
- Health claims

## Synthetic

## Healthy



# Consumers have a growing preference for "real" brands and products

Consumers are knowledgeable about, and attentive to, the ingredients used in products they buy.<sup>1</sup>



Over half (51%) of consumers pay high attention to ingredients used in their food and drink. Furthermore, they prefer ingredients that they see as being natural and genuine, rather than artificial.

On-pack information is important in enabling consumers to assess a product's authenticity.<sup>2</sup>



61% of US consumers indicate that highly processed foods are a top food concern for them

Consumer and retailer demands move towards naturality, transparency, clarity and health.

An authentic positioning is highly influential on product choice.<sup>1</sup>



Globally, 63% of consumers are highly influenced by the terms "real," "authentic," and "home-made" when buying food and drink.

Clean labeling via short ingredient list presents a more authentic image in terms of product formulation.<sup>1</sup>



Almost 60% of consumers say that a product formulated with the lowest number of ingredients possible is somewhat or very appealing.

Source: 1: Datamonitor Consumer's global survey, 2013 2: Innova (Health Focus International 2012)



Lycored real food ingredients

## Unique species. Cultivated by experts. Vertically integrated.

We devote ourselves to everything we make by managing the entirely green process from beginning to end. The result? Tomato food ingredients that are traceable and safe for consumption, customized for optimum effectiveness.



### Breed:

We approach everything we do with a sense of wonder and a driving desire to find the best outcome or create the highest non-GMO quality product.



### Soil:

We're proud to say we know where our tomatoes come from – we see them growing on our lush farms in California and Israel every day.



### Harvest:

We go outside to find the best nutrition on earth and pick our tomatoes when they are most ripe.



### Wash and Peel:

We gently wash & select. We remove the skins to avoid any contamination from external sources.



### Extraction:

We developed our proprietary extraction process that removes the delicate pigments, fibres and serum from the pulp as efficiently as possible.



### Standardized Lycopene:

We ensure our Dry Tomato Pulp is standardised to contain between 0.8 and 1.1 level of lycopene for provision of consistent colour.





## Dry Tomato Pulp

4 dimensions of goodness, from one special breed of tomato

### Taste

Neutral with low sugar content (Brix level)

### Texture

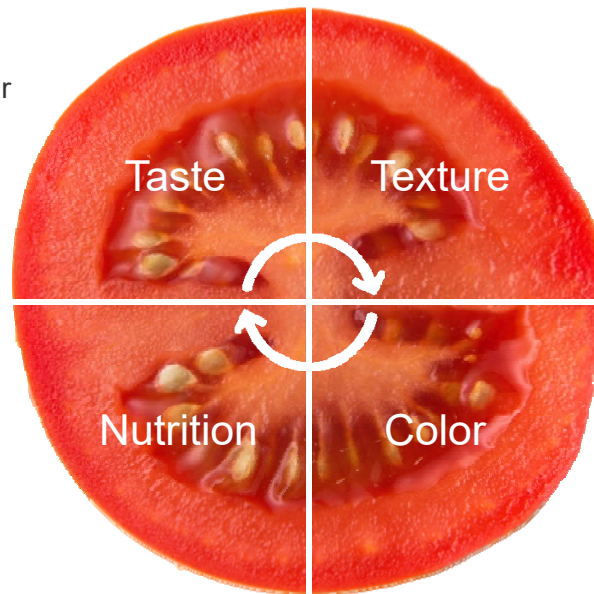
Real delectable tomato fibers content that allows removal of starch and enhances mouthfeel

### Nutrition

Contains Lycopene goodness with fiber content

### Color

Fresh, consistent red hue from standard lycopene level







## Dry Tomato Pulp

Bringing goodness of tomato back to tomato products.

Dry Tomato Pulp offers a fresh consistent red color from lycopene with an authentic scratch-cooked texture and declarable fiber content (soluble & insoluble).

Creates more juiciness and succulence in meat products.

- GRAS
- Allergen-free (gluten and dairy)
- Stable
- Kosher and halal
- Clean label
- Low in sugar content





## Dry Tomato Pulp Points of difference



### Ideal applications

- Tomato based
  - Sauces
  - Soups
  - Dips
- Processed meats where use of colorants and starch is restricted or not permitted



### Ingredient impact

- 3 in 1 effect reduces number of ingredients
- Reduce use of less consistent tomato pastes due to grade or seasonal harvest
- Remove starch in sauces
- Increase healthy fiber content (0.54 g / 1%)
- Consistent red color = prolonged shelf life
- Hydrated at approx 1 : 20 ratio: good CIU.



### Foodstuff declaration - healthy alternative

- 100% foodstuff declaration
- US declaration “crushed tomatoes”
- European declaration “tomato concentrate”
- Contains Lycopene
- GMO & Allergen FREE
- Vegan, Kosher & halal



### Consumer appeal

- “Clear to consumer” label
- Consistent attractive red color as per fresh tomato based sauce
- Authentic cooked from scratch textural appearance in tomato based dishes
- Creates more juiciness and succulence in meat products
- Can prevent burn in sausages at cooking or barbeque stage





## Dry Tomato Pulp

### Rehydrating for optimal use



#### Granule Form

Dry, lycopene rich 100% tomato granulated powder without any additives.



#### Hydration with Warm Water

Requires hydration (1:20 typical rate) with water at 40 - 60°C with shear for optimal use in foods and beverages.



#### Pulpy Texture Form

Naturally pulpy texture with neutral taste to deliver color, improve viscosity and contribute towards the total fiber content.





## Dry Tomato Pulp

Before and after: tomato sauce with dry tomato pulp

- Two pasta sauce applications were prepared on the same day

### Results:

- A more attractive fresher, consistent red (even after 40 days) with a clean and clear label
- Dry tomato pulp is declared as tomato concentrate



### Control

1% starch and tomato paste



### With Dry Tomato Pulp

No starch and 0.5% Dry Tomato Pulp



Real ingredients, from our fields to your products.

100% tomato.

Providing 4 dimensions of goodness.

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