The move to simple: Setting your products apart in a clean label world
HOMECRAFT® Multi-Functional Rice Flours

Pat O’Brien, Regional Platform Leader, Clean & Simple Ingredients, U.S./Canada

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Clean labels are more important than ever

“All-Natural Product”/“All Natural” stands out amongst all claims with consistently **strong performance**¹

Special icons are associated with **positive perceptions** such as “clean” and “natural”¹

There is a correlation between **cleaner labels and products being perceived as fresher** by consumers²

>80% of consumers are more likely to buy a product if they recognize all the listed ingredients¹

>60% are willing to **pay more** for simple’ … and **simple labels** get a **price premium**

Consumers are also increasingly reading the ingredient declaration on the back of the package

88% of U.S. and Canadian consumers read back-of-package information at least occasionally

71% of U.S. consumers usually/always read

53% of Canadian consumers usually/always read

It is crucial that the ingredient list supports front-of-package claims to build trust in newer brands and for older brands to generate/maintain loyalty

Q2. When buying a food or drink product, how often do you read the ingredient list on the back or side of the package?
Base: Total USA & Canada Sample 2013 n=307; 2015 n=309; 2017 n=600
Consumer acceptance of starch forms

Source: MMR Global QBIC Study 2017, proprietary research commissioned by Ingredion; Dragon Rouge: Rice and Pulse Ingredients 2017, proprietary research commissioned by Ingredion

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### US/CAN overview of consumer acceptability of clean label starches/flours by application

<table>
<thead>
<tr>
<th></th>
<th>MAIZE/CORN</th>
<th>TAPIOCA</th>
<th>CASSAVA</th>
<th>POTATO</th>
<th>RICE</th>
<th>TAPIOCA</th>
<th>CASSAVA</th>
<th>RICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yogurt</td>
<td>★★★★★</td>
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<td>Ice Cream</td>
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<td>★</td>
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<tr>
<td>Processed Cheese</td>
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<tr>
<td>Dressings</td>
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<td>★</td>
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<tr>
<td>Soups and Cooking Sauces</td>
<td>★★★★★</td>
<td>★★★★★</td>
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<tr>
<td>Ready Meals</td>
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<td>★★★</td>
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<td>★★★★</td>
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<tr>
<td>Processed Meat</td>
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<tr>
<td>Snacks</td>
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<tr>
<td>Potato Chips</td>
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<tr>
<td>Tortilla Chips</td>
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<tr>
<td>Bread</td>
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<tr>
<td>Prepared Baby Food</td>
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</tbody>
</table>

★★★★★★ perceived as best ★★★★★ next best alternative ★★★ very much accepted ★★ accepted but not preferred ★ not desired

**Sources:**
Ingredion proprietary research, MMR, Consumer Study, April 2017;
Ingredion proprietary research, Vision Critical, Clean & Clear Labeling Research, USA and Canada, February 2016

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Consumer acceptance of functional texturizers in frozen meals

We asked U.S. and Canadian consumers to rate how much they agreed with this statement: *This is a natural ingredient.* This chart reflects those who indicated they strongly or somewhat agree.

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>U.S.</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RICE FLOUR</strong></td>
<td>65%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>CORN STARCH</strong></td>
<td>60%</td>
<td>66%</td>
</tr>
<tr>
<td><strong>TAPIOCA FLOUR</strong></td>
<td>41%</td>
<td>65%</td>
</tr>
<tr>
<td><strong>XANTHAN GUM</strong></td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>MODIFIED FOOD STARCH</strong></td>
<td>5%</td>
<td>18%</td>
</tr>
</tbody>
</table>

We asked U.S. and Canadian consumers to rate how “acceptable” it is to them to have these ingredients in the soups they purchase. This chart reflects those who selected “completely” or “somewhat acceptable.”

**Consumer acceptance of functional texturizers in shelf-stable soups**

- **Rice Flour**: 77% U.S., 78% Canada
- **Rice Starch**: 68% U.S., 65% Canada
- **Corn Starch**: 64% U.S., 68% Canada
- **Tapioca Starch**: 52% U.S., 54% Canada
- **Xanthan Gum**: 21% U.S., 24% Canada
- **Modified Food Starch**: 17% U.S., 18% Canada

Consumer acceptance of functional texturizers in Processed Meat

We asked consumers to rate how “acceptable” it is to them to have these ingredients in the Processed meat they purchase. This chart reflects those who selected “completely” or “somewhat acceptable.”
HOMECAST® Create 835 & 865
Multi-functional Clean Label Rice Flours

• Deliver the **ultimate cold temperature stability to medium and high moisture foods**
• Create **smooth, creamy textures with a clean flavor**
  – **Maintain opacity in gluten-free sauces** that is otherwise lost when replacing wheat starches
• Offer **cost savings**
  – Able to withstand **moderate to high process tolerance with superior stability**, they can replace other rice flours and **stabilize at a lower usage level**
  – **Extend shelf life** of finished goods
• **Simple consumer preferred** “rice flour” label
Simple Solutions

**HOMECAST® Create 835 & 865 multi-functional rice flours**

are functional cook-up flours that combine moderate to high process tolerance with excellent texture stability over shelf-life at frozen, refrigerated or ambient storage.

<table>
<thead>
<tr>
<th>Applications</th>
<th>Key Features</th>
<th>Key Benefits</th>
</tr>
</thead>
</table>
| Meats        | - Native functional flours  
- Rice based  
- Medium to high process tolerance  
- Excellent texture stability over shelf-life  
- Easy to handle  
- Gluten free  
- Deliver opacity | - Preferred “rice flour” labelling  
- “Natural” positioning  
- Offers higher texture stability over shelf-life than waxy corn or tapioca based solutions  
- Enables a quick switch from modified starches to a clean label solution  
- Provides better functionality over native wheat and rice flours |
| Soups        |              |              |
| Ready Meals  |              |              |
| Sauces       |              |              |

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Questions?

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