

News Release



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New Natural Chipotle Ranch Dressing Prototype Demonstrates Value of Process-Tolerant Starch

NOVATION[®] functional native starches from National Starch Food Innovation deliver smooth, appealing textures with a simple “corn starch” label

ANAHEIM, March 12 – National Starch Food Innovation (www.foodinnovation.com) today announced at Supply Expo in Anaheim the availability of a new all-natural chipotle ranch salad dressing prototype for the North American Market that showcases the functionality of recently-introduced NOVATION[®] 4300 and 5300 functional native food starches. The two cold water swelling (CWS) starches withstand downstream processing – heat, shear and recycling – in a broad range of acidified foods, combining the instant thickening performance of premium modified starches with a simple “corn starch” declaration.

These clean-label products are functional native waxy maize starches that disperse readily in cold liquids for faster prep time and produce a smooth, short, high-quality texture in salad dressings, sauces, and gravies, and in fillings for bars, turnovers, or pies. NOVATION 4300 is a finely-powdered version for dry blending, while NOVATION 5300 has a coarser granulation to blend into liquids without lumping.

“Consumers are more interested in natural than ever before, so there is definitely a growing demand for natural stabilizers, like our NOVATION products,” says Diana Briceno, marketing manager-wholesome ingredients. “Unlike typical native starches that usually break down immediately causing separation, gelling or a gritty undesirable texture, our latest NOVATION products give them the best of both worlds: a native thickener that appears as corn starch on the ingredient label, and outstanding smoothness in the final product.”

For Supply Expo, the company is showcasing the functional starches in a new Chipotle ranch dressing formulation served over a Southwestern chopped salad. This zesty new formulation was created to help dressing manufacturers tap into growing ethnic food trends.

NOVATION 4300 and 5300 starches produce a smooth, heavy-bodied dressing, with a rich, creamy texture and mouthfeel and excellent sheen. Because of their heat tolerance, they also yield superior results in foods intended for microwaving and steam-table use. In addition, they have good clarity, reduced spread in high solids fillings and will not set to a gel when cooled.

For more information about NOVATION 4300/5300 starches, contact National Starch Information Center, 181 Herrod Blvd, Dayton, NJ 08810. Call 866-961-NATL (6285). Fax 609-655-4402. E-mail: nstarch@essentialms.com. Information is also available at www.foodinnovation.com.

National Starch Food Innovation is a leading global supplier of nature-based functional and nutritional ingredient solutions to the food and beverage industries. The company has a strong focus on delivering Innovation to meet market and consumer trends in wholesome and natural, texture, nutrition, wellness, vitality and targeted delivery solutions. This vision combined with an extensive, award-winning product range, market knowledge and technical expertise makes National Starch Food Innovation a partner of choice for the next generation of food producers. For more information, visit www.foodinnovation.com.

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(High resolution images are available from Marc Green, 1-908-685-5228, marc.green@nstarch.com)

Caption: A new, all-natural Chipotle ranch dressing served over a Southwestern chopped salad showcases NOVATION 4300 and 5300 functional native starches from National Starch Food Innovation. The starches deliver smooth, appealing textures with a simple “corn starch” label. They instantly thicken dressings, sauces and fruit preps and withstand shear, heat and acid.