

# News Release



## Editorial Contact:

**Marc Green**

1-908-685-5228

[marc.green@nstarch.com](mailto:marc.green@nstarch.com)

## **New Gluten-Free Sugar Cookie Prototype Demonstrates the Texture and Versatility of National's HOMECRAFT® Gluten-Free Solutions**

Anaheim, March 12 – National Starch Food Innovation announced today at Supply Expo in Anaheim the availability of a new gluten-free sugar cookie prototype for the North American baked goods market made with recently introduced HOMECRAFT GF gluten-free solutions. The products are helping bakers make gluten-free cookies, muffins and cakes with the taste, texture and visual appeal of gluten-containing products.

The new cookie prototype was created to demonstrate to bakers of packaged cookies that these unique ingredients could produce a rich, crispy texture commonly found in many boxed cookies. “Our original soft, chewy chocolate chip prototype was very well received,” says Bob Allin, marketing director, North America. “But bakers told us it was more suitable for fresh baked or home dry mixes. That’s why our bakery applications team went to work to optimize a formula and prototype for the gluten-free boxed cookie segment. We think they nailed it with this new sugar cookie.”

The company optimized several appealing solutions with the new gluten-free ingredient for cookies, muffins and cakes and then submitted them to a sensory panel for evaluation. The panel relied on a continuum of key consumer appeal criteria – from dry and crumbly to moist and chewy and from grainy to smooth. They looked at the leading gluten-free brands, benchmark gluten-containing products and National Starch recipes that include the new gluten-free solutions.

The sensory panel data show that the National Starch recipes comes very close to the gluten-containing products on important attributes – smooth, moist, chewy, crispness, non-grainy – while even the best commercial gluten-free products fell far short. “With this data in hand, we are very confident that we can assist bakers in producing exceptional gluten-free products without major compromises,” says Yadunandan Dar, Ph.D., Senior Manager, Applications, National Starch Food Innovation. Additionally, cookies and muffins made with HOMECRAFT GF ingredients have exhibited outstanding shelf life, especially when compared to today’s gluten-free products

For more information about new gluten-free solutions from National Starch Food Innovation, 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](mailto:nstarch@essentialms.com). Information is also available at [www.foodinnovation.com](http://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](http://www.foodinnovation.com).

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Caption: A new sugar cookie prototype, made with HOMECRAFT GF gluten-free solutions from National Starch Food Innovation, demonstrates to bakers excellent eating and shelf life attributes similar to gluten-containing products.

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