SimPure™ Functional, Label-Friendly Starches

UnivarSolutions

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As consumer preferences have shift toward simpler labels and more familiar sources, food and beverage manufacturers must face the challenge of replacing modified food starch.

The SimPure™ portfolio addresses this need. SimPure™ functional label-friendly starches mimic the functionality of modified starches while delivering the label-friendly ingredient that consumers desire.

SimPure™ Benefits

- Label-friendly ingredient
- Superior viscosity
- Neutral flavor profile
- Good mouthfeel & texture

Our growing SimPure™ portfolio currently includes waxy corn-, potato- and tapioca-based starches. SimPure™ functional, label-friendly starches help address consumers' desire for label-friendly products, along with greater process tolerance, shelf life and storage stability.

SimPure™ 994 Portfolio

Waxy corn-based starches ideal for culinary and convenience applications. This starch portfolio offers functionality in mild to very high processing conditions, from kettle cooking to retort. The starches deliver rich, satisfying mouthfeel and comparable viscosity to modified starches.

Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99400	Corn Starch	Moderate		• Ideal for kettle-cooked products that undergo moderate processing at neutral pH • Non-GMO Project Verified
SimPure™ 99405	Corn Starch	High	• Frozen-ready meals • Canned soups / sauces / meals • Canned pet food	• Ideal for kettle-cooked products at a low pH and agitated / short-cycle processes • Non-GMO Project Verified
SimPure™ 99408	Corn Starch	Very High		• Ideal for harsh processing,such as still retort cooking, low pH and high shear processes • Non-GMO Project Verified

SimPure™ 995 Portfolio

Potato-based starches for a range of applications. This starch portfolio is designed for mild processing conditions. They offer superior viscosity and sensory performance, without compromising on taste, texture or appearance.

Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99500	Potato Starch	Mild	• Meats / meat alternatives • Dry mixes • Egg products • Frozen-ready meals	• Ideal for meats / meat alternatives that require low gelatinization temperature • Provides structure, firmness, yield improvement, purge control and emulsion stability
SimPure™ 99530	Potato Starch	Mild		• Ideal for dry mixes due to excellent dispersibility and low gelatinization temperature
SimPure™ 99560	Potato Starch	Moderate		• Ideal for frozen-ready meals when corn starch can't be used on the label • Provides heavy-bodied texture in neutral pH

SimPure™ 996 Portfolio

Tapioca-based starches create soft gel textures in dairy and meats. Perfect for spoonable yogurts and firm-but-succulent meat alternatives. These starches bring key sensory and functional attributes together, offering a neutral flavor profile and creamy mouthfeel, while delivering excellent water-binding properties and good cold-storage stability.

Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99600	Tapioca Starch	Moderate	• Dairy / dairy alternatives • Meats / meat alternatives • Pet food	• Heavy-bodied starch with tender gelling and good cold-storage stability for dairy applications • Delivers structure, firmness and emulsification stability in meats / meat alternatives • Non-GMO Project Verified
SimPure™ 99605	Tapioca Starch	High		• Heavy-bodied starch with tender gelling and good cold-storage stability for dairy applications / dairy alternatives • Adds structure, firmness and withstands harsh retort conditions to bind water and fat in canned pet-food loaf products • Non-GMO Project Verified

SimPure™ 999 Portfolio

Tapioca-based starches for non-gelling applications. Delivers creamy, indulgent textures, thanks to the starches' fat-mimetic properties. They offer excellent cold storage stability, controlling syneresis over shelf-life, while their neutral taste allows delicate flavor profiles to shine.

Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99900	Tapioca Starch	Moderate	• Dairy / dairy alternatives • Fruit preps • Ready meals • Pet food	• Smooth, non-gelling texture, neutral flavor profile and excellent cold-storage stability for kettle-cooked soups / sauces / ready meals • Non-GMO Project Verified
SimPure™ 99905	Tapioca Starch	High		• Smooth, non-gelling texture, neutral profile and excellent cold-storage stability for dairy / dairy alternatives • Single-system viscosifier for gravy in canned pet food, providing added emulsion stability • Easy pumpable texture for dairy fruit prep, with excellent cold-storage stability, clean flavor release and good clarity • Non-GMO Project Verified

For more information call us at +1 800.531.7106 or visit UnivarSolutions.com/Food

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