



# SimPure™

Simple ingredients. Pure functionality.™

SimPure™  
Functional  
Label-Friendly  
Starches

## Simple ingredients. Pure functionality.™



**LABEL-FRIENDLY**



**PLANT-BASED**

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

The expanding 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

## Choose SimPure™ for label-friendly performance.

### 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.

SimPure™ 994 Portfolio				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99400	Corn Starch	Moderate	<ul style="list-style-type: none"> <li>• Frozen-ready meals</li> <li>• Canned soups / sauces / meals</li> <li>• Canned pet food</li> </ul>	<ul style="list-style-type: none"> <li>• Ideal for kettle-cooked products that undergo moderate processing at neutral pH</li> <li>• Non-GMO Project Verified</li> </ul>
SimPure™ 99405	Corn Starch	High		<ul style="list-style-type: none"> <li>• Ideal for kettle-cooked products at low pH and agitated / short-cycle retort processes</li> <li>• Non-GMO Project Verified</li> </ul>
SimPure™ 99408	Corn Starch	Very High		<ul style="list-style-type: none"> <li>• Ideal for harsh processing, such as still retort cooking, low pH, and high shear processes</li> <li>• Non-GMO Project Verified</li> </ul>

### 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.

SimPure™ 995 Portfolio				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99500	Potato Starch	Mild	<ul style="list-style-type: none"> <li>• Meats / meat alternatives</li> <li>• Dry mixes</li> <li>• Egg products</li> <li>• Frozen-ready meals</li> </ul>	<ul style="list-style-type: none"> <li>• Ideal for meats / meat alternatives that require low gelatinization temperature</li> <li>• Provides structure, firmness, yield improvement, purge control and emulsion stability</li> </ul>
SimPure™ 99530	Potato Starch	Mild		<ul style="list-style-type: none"> <li>• Ideal for dry mixes due to excellent dispersibility and low gelatinization temperature</li> </ul>
SimPure™ 99560	Potato / Tapioca Starch	Moderate		<ul style="list-style-type: none"> <li>• Ideal for frozen-ready meals when corn starch can't be used on the label</li> <li>• Provides heavy-bodied texture in neutral pH</li> </ul>

**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.

SimPure™ 996 Portfolio				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99600	Tapioca Starch	Moderate	<ul style="list-style-type: none"> <li>• Dairy / dairy alternatives</li> <li>• Meats / meat alternatives</li> <li>• Pet food</li> </ul>	<ul style="list-style-type: none"> <li>• Heavy-bodied starch with tender gelling and good cold-storage stability for dairy applications</li> <li>• Delivers structure, firmness and emulsification stability in meats / meat alternatives</li> <li>• Non-GMO Project Verified</li> </ul>
SimPure™ 99605	Tapioca Starch	High		<ul style="list-style-type: none"> <li>• Heavy-bodied starch with tender gelling and good cold-storage stability in dairy / dairy alternatives</li> <li>• Adds structure, firmness and withstands harsh retort conditions to bind water and fat in canned pet-food loaf products</li> <li>• Non-GMO Project Verified</li> </ul>

**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.

SimPure™ 999 Portfolio				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure™ 99900	Tapioca Starch	Moderate	<ul style="list-style-type: none"> <li>• Dairy / dairy alternatives</li> <li>• Fruit preps</li> <li>• Ready meals</li> <li>• Pet food</li> </ul>	<ul style="list-style-type: none"> <li>• Smooth, non-gelling texture, neutral flavor profile and excellent cold-storage stability for kettle-cooked soups / sauces / ready meals</li> <li>• Non-GMO Project Verified</li> </ul>
SimPure™ 99905	Tapioca Starch	High		<ul style="list-style-type: none"> <li>• Smooth non-gelling texture, neutral profile and excellent cold-storage stability for dairy / dairy alternatives</li> <li>• Single-system viscosifier for gravy in canned pet food, providing added emulsion stability</li> <li>• Easy pumpable texture for dairy fruit prep, with excellent cold-storage stability, clean flavor release and good clarity</li> <li>• Non-GMO Project Verified</li> </ul>

## APPLICATIONS



**Culinary/  
Convenience**



**Dairy**



**Desserts/  
Fillings**



**Dry Mixes**



**Frozen Meals**



**Fruit Prep**



**Meats/Meat  
Substitutes**



**Pet Food**



**Soups/  
Sauces**

## The Cargill Advantage

As a global ingredient leader, Cargill's diverse portfolio is backed by world-class formulation expertise and supply chain reliability to help food and beverage manufacturers meet the most challenging application goals and marketplace demands.



**Learn more: [cargill.com/simpure](https://cargill.com/simpure)**

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**Europe, Middle East, Africa: +32 15 400 532**

**Claims:** The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.

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the world  
thrive