



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**

SimPure™ 995: Potato-based starch solutions for a range of applications.

The SimPure™ 995 portfolio of potato starches is designed for mild processing conditions, including meat, meat alternatives, culinary applications and more. They offer superior viscosity and sensory performance, without compromising on taste, texture or appearance.

CARGILL PRODUCTS

Cargill Products	Botanical source	Characteristics	Type	Benefits
SimPure™ 99500	Potato	Low stabilized, functional starch	Cook-up	Excellent water-binding properties
SimPure™ 99530	Potato	Low stabilized, functional starch	Cook-up	Exceptional dispersibility in hot water
SimPure™ 99560	Potato & Tapioca	Tailor-made starch system	Cook-up	Excellent viscosity and sensory performance
SimPure™ 99570	Potato	Functional cold-water swelling starch	Instant	Instant viscosity with a smooth texture
SimPure™ 99571	Potato	Functional cold-water swelling starch	Instant	Instant viscosity with a pulpy texture

Stay tuned as we continue to expand the SimPure™ portfolio!

APPLICATIONS



Culinary



Dairy



Desserts/
Fillings



Dry Mixes



Frozen Meals



Meats/Meat
Substitutes



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

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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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