

Label-friendly convenience

for today's busy consumer

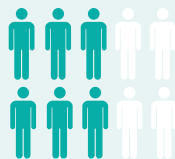


With ever-busier schedules, today's average consumer spends just



46 minutes per day cooking¹

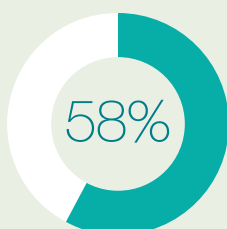
Convenience counts — but ingredients matter too.



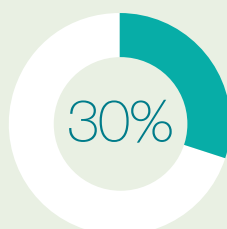
6 in 10 respondents²

say they are extremely likely to check an ingredient list to avoid a certain ingredient.

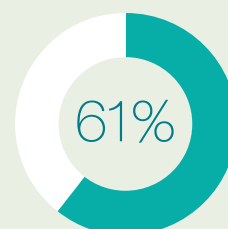
What are consumers looking for?



Contains familiar ingredients²



No artificial ingredients²



Minimally processed²

Serve up a winning solution with Cargill.

Partner with Cargill for a full portfolio of ingredients and formulation expertise to meet your goals for label-friendly convenience foods.



Rapeseed & Sunflower Lecithin

Non-GM emulsifier, locally sourced and produced in Europe to replace soy and artificial emulsifiers



Custom Texturizing Systems

Tailored ingredient solutions for texturizing, emulsifying and more



Native Starches & SimPure™ Functional Native Starches

Native forms of starch obtained from botanical sources



Pectin

Label-friendly thickener, gelling agent and stabilizer

SOLUTION SPOTLIGHT



Label-friendly frozen entrée sauce



- SimPure™ custom starch blend replaced modified starch
- Leveraged knowledge of native starch properties to achieve desired mouthfeel, texture & stability

For more information on label-friendly solutions

contact us at +32 15 400 532 or www.cargill.com/labelfriendly

¹ GfK, Time Spent Cooking per Week Worldwide 2014, by Country <https://www.statista.com/statistics/420719/time-spent-cooking-per-week-among-consumers-by-country/>

² Cargill Proprietary Research, August 2017

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.