



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™ 994 Portfolio: Waxy corn-based starches ideal for culinary/ convenience and dairy applications.

The SimPure™ portfolio of waxy corn starches offers functionality in mild to high processing conditions, from pasteurization and gentle cooking to homogenization, UHT or retort processing. They deliver rich, satisfying mouthfeel and comparable viscosity to modified starches.

CARGILL PRODUCTS				
	Botanical source	Characteristics	Type	Benefits
SimPure™ 99400	Waxy corn	Low stabilized, functional starch	Cook-up	Retains viscosity through mild to moderate heating processes
SimPure™ 99405	Waxy corn	High stabilized, functional starch	Cook-up	Retains viscosity through moderate to high heating and shear

SimPure™ 995 Portfolio: 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/convenience applications and more. They offer superior viscosity and sensory performance, without compromising on taste, texture or appearance.

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

APPLICATIONS



Culinary/
Convenience



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

Americas: 1-877-SOL-UTNS (765-8867)

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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