

# SimPure™ Label-Friendly Starches

Simple ingredients. Pure functionality.™

**SimPure™**  
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Consumers want simpler labels and familiar ingredients. The expanding SimPure™ portfolio balances label-friendly appeal with functional performance.



## PLANT-BASED

SimPure™ starches leverage the unique properties of various botanical sources, including potato, tapioca and corn.



## LABEL-FRIENDLY

SimPure™ enables friendlier labeling, helping manufacturers to remove “modified food starch” from their label.

## VERSATILE APPLICATIONS



### Frozen-Ready Meals / Soups / Sauces

- SimPure™ 99400 / 99405 – Corn Starch
- SimPure™ 99560 – Potato / Tapioca Starch
- SimPure™ 99900 / 99905 – Tapioca Starch



### Refrigerated-Ready Meals / Soups / Sauces

- SimPure™ 99405 – Corn Starch
- SimPure™ 99900 / 99905 – Tapioca Starch



### Shelf-Stable Ready Meals / Soups / Sauces

- SimPure™ 99400 / 99405 / 99408 – Corn Starch
- SimPure™ 99900 / 99905 – Tapioca Starch

## VERSATILE APPLICATIONS (CONTINUED)



### Dry Mixes

- **SimPure™ 99530** – Potato Starch



### Meats / Meat Alternatives

- **SimPure™ 99500** – Potato Starch
- **SimPure™ 99560** – Potato / Tapioca Starch
- **SimPure™ 99600** – Tapioca Starch



### Dairy / Dairy Alternatives

*Stirrable / lighter texture:*

- **SimPure™ 99600 / 99605** – Tapioca Starch

*Heavier-bodied / cup-set texture:*

- **SimPure™ 99900 / 99905** – Tapioca Starch



### Fruit Prep

- **SimPure™ 99905** – Tapioca Starch



### Pet Food

*Formed meat chunks in gravy:*

- **SimPure™ 99400 / 99405 / 99408** – Corn Starch
- **SimPure™ 99900 / 99905** – Tapioca Starch

*Loaf products:*

- **SimPure™ 99600 / 99605** – Tapioca Starch

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

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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