

These label-friendly starches can take the heat

SimPure™
Simple ingredients. Pure functionality.™



For years, modified starches were staples of the texturizing world. But today, simpler labels and familiar ingredients reign supreme.

70-77% of respondents are “extremely likely”/“likely” to seek “clean label” products*

Discover the SimPure™ 994 portfolio:

Label-friendly functional starches



Plant-based:

sourced from waxy corn



Simple labeling:

“starch” / “corn starch”**

Perform like modified starch

- ✓ Moderate-to-high process stability
- ✓ Function in neutral or acid applications
- ✓ Maintain viscosity, control syneresis
- ✓ Rich, creamy texture
- ✓ Neutral taste & color

...with little to no reformulation

Ideal for culinary/convenience and dairy applications



Culinary / Convenience



Dairy / Dairy Alternatives



Desserts / Fillings



Ready Meals
(Frozen, Chilled, Ambient)



Soups / Sauces / Gravies



Simple. Sensational. Starches.

Explore our growing portfolio of label-friendly functional starches at cargill.com/simpure.

*Cargill proprietary research.

**Depending on local requirements.

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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