



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**

Choose SimPure for label-friendly performance.

SimPure 994 series: *Waxy corn-based starches ideal for culinary and convenience applications.*

This series offers functionality in mild to very high processing conditions, from kettle cooking to retort. The label-friendly starches in this series deliver rich, satisfying mouthfeel and comparable viscosity to modified starches.

SimPure 994 series				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure 99400	Corn Starch	Low to Moderate	<ul style="list-style-type: none">• Dairy Desserts and Fermented Dairy Products• Mayonnaise and Dressings• Dairy Alternatives	<ul style="list-style-type: none">• Ideal for kettle-cooked products that undergo moderate processing at neutral pH
SimPure 99405	Corn Starch	Moderate to High		<ul style="list-style-type: none">• Ideal for kettle-cooked products at low pH, short retort processes, and UHT processes
SimPure 99408	Corn Starch	Very High		<ul style="list-style-type: none">• Ideal for harsh processing, such as still retort cooking, low pH, and high shear processes

SimPure 995 series: *Potato-based starches for a range of applications.*

This series is designed for mild processing conditions. The label-friendly starches in this series offer superior viscosity and sensory performance, without compromising on taste, texture or appearance.

SimPure 995 series				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure 99500	Potato Starch	Mild	<ul style="list-style-type: none">• Meats / meat alternatives• Dehydrated Products (for immediate consumption)• Egg-based Products• Frozen Ready Meals and Slow Cooked Meals	<ul style="list-style-type: none">• Ideal for meats / meat alternatives that require low gelatinization temperature• Provides structure, firmness, yield improvement, purge control and emulsion stability
SimPure 99530	Potato Starch	Mild		<ul style="list-style-type: none">• Ideal for dried soups and sauces due to excellent dispersibility and low gelatinization temperature
SimPure 99560	Potato / Tapioca Starch	Moderate		<ul style="list-style-type: none">• Suitable for frozen-ready meals• Provides heavy-bodied texture in neutral pH

SimPure 996 series: *Tapioca-based starches create soft gel textures in dairy and meats.*

Perfect for spoonable yogurts and firm-but-succulent meat alternatives. These starches bring key sensory and functional attributes together, offering a neutral flavor profile and creamy mouthfeel, while delivering excellent water-binding properties and good cold-storage stability.

SimPure 996 series				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure 99600	Tapioca Starch	Low to Moderate	<ul style="list-style-type: none">• Dairy & Dairy Alternatives• Meats & Meat Alternatives• Pet food• Baked Goods Fillings	<ul style="list-style-type: none">• Heavy-bodied starch with tender gelling and good cold-storage stability for dairy applications• Delivers structure, firmness and emulsification stability in meats / meat alternatives
SimPure 99605	Tapioca Starch	Moderate to High		<ul style="list-style-type: none">• Heavy-bodied starch with tender gelling and good cold-storage stability in dairy / dairy alternatives• Adds structure, firmness and withstands harsh retort conditions to bind water and fat in canned pet-food loaf products

SimPure 999 series: *Tapioca-based starches for non-gelling applications.*

Delivers creamy, indulgent textures, thanks to the starches' fat-mimetic properties. They offer excellent cold-storage stability, controlling syneresis over shelf-life, while their neutral taste allows delicate flavor profiles to shine.

SimPure 999 series				
Product	Labeling	Process Tolerance	Applications	Features/Benefits
SimPure 99900	Tapioca Starch	Low to Moderate	<ul style="list-style-type: none">• Dairy & Dairy Alternatives• Fruit Preps• Ready Meals	<ul style="list-style-type: none">• Smooth, non-gelling texture, neutral flavor profile and excellent cold-storage stability for kettle-cooked soups / sauces / ready meals
SimPure 99905	Tapioca Starch	Moderate to High		<ul style="list-style-type: none">• Smooth non-gelling texture, neutral profile and excellent cold-storage stability for dairy / dairy alternatives• Easy pumpable texture for dairy fruit prep, with excellent cold-storage stability, clean flavor release and good clarity• Smooth, non-gelling texture, neutral flavor profile and excellent cold-storage stability for kettle-cooked soups / sauces / ready meals

APPLICATIONS



Dairy



Dairy Alternatives



Desserts/
Fillings



Dry Mixes



Ready Meals



Fruit Prep



Meats/Meat
Substitutes



Pet Food



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.



Contact your Cargill representative and learn more on cargill.com/emea/simpure

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