

**SimPure™**

Simple ingredients. Pure functionality.™



**Responding to consumer demand for simple labels,**

Cargill develops rice-based  
maltodextrin alternative

Maltodextrin shows up in all kinds of foods and beverages, from powdered drink mixes to reduced-sugar bakery items. Formulators appreciate its role as a bulking agent or flavor carrier, but consumers – ever wary of unfamiliar ingredients – are less keen on the starch derivative with the complex name.

With customers clamoring for a more label-friendly alternative, Cargill challenged its food scientists to uncover a consumer-pleasing, but easy-to-use substitute. The result was **SimPure™ RF 92260**, a soluble rice flour.

“Traditional rice flours aren’t very soluble at all – certainly nowhere near the fully soluble nature of maltodextrin,” explains Shiva Elayedeth, senior technical service manager for Cargill’s texturizing products. Using proprietary technology, Cargill overcame this hurdle, creating highly soluble rice flour. Equally important, Cargill declares SimPure™ RF 92260 on ingredient statements as soluble rice flour, an easy-to-understand name, which Cargill research confirms is viewed positively by consumers.

“Maltodextrin is widely used in foods and beverages, but it doesn’t resonate with consumers looking for label-friendly ingredients,” Elayedeth continues.

“With our soluble rice flour solution, product developers finally have an alternative that behaves very similarly to maltodextrin in terms of functional attributes, and at the same time, it aligns with today’s consumer trend toward familiar ingredients.”



Elayedeth is quick to note that the new SimPure™ product was solely designed to replicate the specific attributes of 10 DE maltodextrin. However, formulators will find it emulates 10 DE maltodextrin exceedingly well, with similar viscosity, sensory, taste and bulking agent functionality. The main exception, he says, is in mouthfeel, where the soluble rice flour may offer the added advantage of a creamier experience in applications like powdered chocolate milk beverages.

Cargill testing suggests that the new soluble rice flour can be used in place of 10 DE maltodextrin in a variety of applications, including powdered beverages, reduced-sugar bakery, dairy, convenience foods, sauces and dressings, snacks, seasoning mixes, and as a flavor carrier. As part of that development process, Cargill created numerous prototypes – and even trialed the maltodextrin alternative with several customers, evaluating its performance in everything from cereal to salad dressings and flavor systems.

Whether used as a bulking agent or flavor carrier, formulators reported that the SimPure™ ingredient provided functional and sensory performance on par with 10 DE maltodextrin, enabling convenient, one-to-one substitution.

“When we initially started discussing the product with customers, the big concern with the new soluble rice flour ingredient was its GRAS (Generally Recognized as Safe) status,” recalls Avi Goldstein, a senior scientist at Cargill. “Now that we’ve completed our GRAS conclusion, customers who have tried the product have one question: When will it be commercially available?” The answer, he says, is soon.

Elayedath notes that SimPure™ RF 92260 marks Cargill’s first foray into rice-based ingredients in the North American and European markets, a fact that he says shows the company’s commitment to its customer base.

“We evaluated many candidates from a wide range of botanical sources,” he explains. “Ultimately, the soluble rice flour emerged as the best option, so we set to work developing the sourcing and processing capabilities to make it possible on a commercial scale.”

That’s one of the advantages of a global footprint. Cargill has the resources to bring this type of new-to-the-world ingredient to the marketplace, aligning research capabilities and processing technology with proprietary consumer insights and formulation expertise.

“While our ingredient development pipelines reflect today’s biggest food trends, we also make sure we’re delivering products that address processors’ real-world needs,” Elayedath concludes.

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Like the other solutions in our SimPure™ line, our soluble rice flour takes a familiar ingredient and finds a way to deliver enhanced functionality, making it a win for customers and consumers alike.”

To learn more about label-friendly soluble rice flour, visit [cargill.com/simpure](https://cargill.com/simpure).

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