

Mr. Ayan Bhattacharya- Business Development Manager (India) Ingredion, spoke about “Health and Taste with Innovative Ingredients”. He spoke about how Ingredion is leveraging upon grains to deliver taste at the same time maintaining the health aspects of food. He explained that since texture impacts taste, innovative cost effective texturization solution using a wide portfolio of starches is what the organization indulges in. Ingredion is an expert in providing protein fortification with pulse-based proteins to formulate non-soy based, gluten free meat and dairy analogues and also for providing sweetness replacement options without sacrificing taste and texture. The key focus areas for growth of the organization based on consumer trends are using natural, organic, non-GMO ingredients, with added protein, fibre and nutrition, reduced sugar. The organization believes in lowering manufacturing costs to make the products more affordable, working on process stability and extended shelf life of the product. He added that the organization strives for creating value in wholesome, clean label space which they achieve by using simple labels that consumer understands, natural, simple ingredients that consumers trust, process stability and excellent shelf life. He mentioned a few examples of innovations with healthy indulgent options that Ingredion has developed

Rice based starch ingredients to replace TiO₂ in chewing gum formulations.

Novelose is a high fibre product that they have formulated from rice and comes at a low cost with no impact on taste and texture, is process stable, gluten free, with low calories and easy to handle. It can be added to white bread to increase the fibre content.

Quinoa flour, quinoa is a super food with benefits of all 9 essential amino acids and 5 times more fibre than rice. The product has improved shelf life and freeze thaw stability.

He concluded saying that processed food industry can help to deliver health beneficial products mimicking the benefits of whole grains without compromising on the taste aspect, which is very important for customer acceptance.