

## **Maldex P potato maltodextrin – Tereos proposes a neutral taste carrier made from renewable raw materials to keep on enlarging customers' options in (re)formulation**

Tereos expands its range of bulking agents with Maldex P potato maltodextrin to enlarge customers' (re)formulation options. Made from local grown potato in France, Maldex P is a neutral taste carrier that helps customers optimize their recipes and meet their needs in fat, sugar and calorie reduction objectives.

### **Meeting consumers' nutritional needs**

While consumers evolve in a fast-changing situation, the “good for me, good for the planet” mega consumer trend keeps on shining and to impact purchasing acts.

In their quest for better nutritional product, consumers seek for reducing fat, sugar and calorie which is supported by some new references such as “Nutriscore”, and which leads brands to adapt formulations to meet consumers trends.

Tereos already helps customers meet these consumers demand with its sustainable sweetening and nutritional solutions, and goes again one step further by expanding its bulking agents range, including now the Maldex P potato maltodextrin to keep on enlarging their options.

### **Maldex P, an appealing alternative to fat in recipes**

Maldex P potato maltodextrin is a neutral taste carrier supporting fat, sugar and calorie reduction. Its thickening properties and ability to form a soft and spreadable gel makes it a very good fat replacer in food applications where it provides a desired texture and fatty mouthfeel, with a reduced turbidity compared to some other alternatives.

Maldex P potato maltodextrin is gifted from a very neutral, making it appealing for a broad range of applications such as dairy, beverages, soups, sauces, ready-meals and bakery

### **An enlarged range of bulking agents**

Ricardo Rodriguez, Tereos Product Line Manager Maltodextrins: *“Maldex P potato maltodextrin range is an additional bulking agent solution that we offer to customers to meet their needs in reformulations and more precisely to achieve fat, sugar or calorie reduction objectives. And when sensory profile is crucial, Maldex P potato maltodextrin is a very appealing neutral taste carrier suitable for a broad range of food applications, including aromas and flavours”.*

To meet consumers demand, Tereos a broad range of sweetening and nutritional solutions, including proteins and fibers. When fat, sugar or calorie are decreased in food recipes, there is a need to replace the removed bulk. In this respect, Tereos already proposes a large range of possibilities and expands it once more with the Maldex P potato maltodextrin. This complements Tereos' bulking agents range, all made from renewable materials.

As a reminder Tereos launched another bulking agent at the latest FIE in Paris named Maldex 06s starch-based solution. When customers fairly need for some demanding product stability, Tereos

met the challenge and proposes now the unique, performing and stable Maldex 06s starch-based solution. It allows customers to benefit from unique stability in their end product and avoids any haziness or turbidity if used in a liquid solution. Its neutral taste makes it an attractive binder for a very broad range of applications, as well as actively supporting reformulation aimed at reducing fat, sugar and calories.

#### **Suitable for a wide range of food applications**

Maldex P potato maltodextrin benefits from a very neutral taste, making it particularly appealing for aromas and flavours applications where this attribute is precious. Beyond it, Maldex P potato maltodextrin is suitable for a wide range of food applications including dairy, frozen desserts, baked products, soups, sauces, dressings, spices, colours, meat products and confectionery.

Beyond its well-known usage as flavour & colours carriers, Maldex P potato maltodextrin is particularly attractive for fat replacement. In many of these food applications, Maldex P potato maltodextrin enhances creaminess, fatty mouthfeel and mouthcoating, add body and texture, while supporting calories reduction (less fat and non-fat dry substances).

#### **Sustainability matters**

At Tereos we believe that sustainability is not optional. The world's raw materials are rare and precious, so we care for the entire value chain to ensure that we provide consumers with products which are good for them and good for the planet.

Maldex P potato maltodextrin is made from local grown potato in France before being produced in Belgium. This local solution made from renewable raw materials is part of our circular economy where every component is used, no waste.

Guillaume Planque, Tereos Marketing Director: *“Tereos expands customers’ options to meet consumers’ demand by enlarging once again its range of bulking agents with Maldex P potato maltodextrin. Made from local grown potato in France, Maldex P potato maltodextrin is a sustainable solution supporting customers who seek for improving Nutriscore grades, joining healthy benefits and care of the planet.”*

#### **About Tereos**

*The long-term vision of Tereos is the processing of agricultural raw materials and the development of quality food products. Tereos is a leader in the sugar, alcohol and starch markets. The Group’s commitments to society and the environment contribute to the company’s performance in the long term while strengthening its contribution as a responsible player. The cooperative group Tereos is a union of more than 12,000 Cooperative Associates and has recognized know-how in the processing of beet, sugarcane, cereals, and potatoes. Through 47 industrial sites, a presence in 18 countries and the commitment of its 26,000 employees, Tereos supports its customers close to their markets with a broad and complementary range of products. In 2018-19, the Group achieved a €4.4 bn turnover.*

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