



Clean label starch – more than just E-number free

What started out as a trend seems now to have settled down permanently. “Clean label foods” is a growing segment, and some may even say that it is a new norm. As there is no common definition of clean label yet, it’s not unreasonable to question what we could, or should, expect from a clean label product. Is there more to it than “just” an e-number free ingredient?

Clean label food’s shift from trend to norm

From the consumers’ perspective, the idea of clean label food seems to vary. It can be perceived as more natural or healthier; made from more recognizable raw materials and ingredients; or simply as a minimum or total absence of E-numbers on the product’s label. The absence of other ingredients has also been associated to clean label; “gluten free” or “all natural” have been commonly used clean label claims to attract consumers.

But lately the clean label concept has grown into also including factors beyond the actual content of the food. With claims like “Fairtrade” and “100% CO₂ compensated” new aspects are associated to clean label foods; aspects connected to responsible food producers with products produced with concern to the future of our planet and the people involved.

At the same time as consumers put higher demands on what they put into their bodies they are reluctant to compromise on quality criteria such as taste, appearance and convenience. So, with an increasing number of consumers today wanting high quality clean label food, the food industry is responding. Clean label ingredients have become an important strategic issue across the entire manufacturing chain.

Carefully produced clean label starches

Lyckeby has provided the food industry with clean label starches since 2010. The portfolio of the company’s clean label starches is called Lyckeby Careful, and is carefully designed for meeting tomorrow’s needs for functional starches. The portfolio offers products based on potato and waxy maize, developed for the processes used in applications such as soups and sauces, meat applications, chilled or frozen ready meals and fruit preparations.

As modified starch is widely used in ultra-high temperature (UHT) processes for products with prolonged shelf life, reliable UHT-tolerant clean label starches are of great importance. Lyckeby Careful 370 and Lyckeby Careful 390 are designed for extreme processes like UHT.

The latest addition to the Lyckeby Careful portfolio is a functional potato starch designed for meat applications, which is intended to address the requirement of a more tolerant starch to improve texture and water binding. Lyckeby Careful 1400 has excellent water binding properties, provides a clean taste, and has a short texture. It can be used in spreadable pâtés, sausages and minced meat products where temperatures are higher, or with prolonged cooking time.

Lyckeby cares about the consumers and therefore takes responsibility. The Careful technology is developed not only to attract consumers with ingredient lists without E-numbers, but also to reduce the amount of chemicals and energy needed during the process.

Lyckeby also cares about its partner’s products. Therefore, starch expertise and technical support is always included when using Lyckeby products.