

SUSTAINABLY SOURCED NUTRITION WITH SUPERFOOD **QUINOA FLOURS**

Deliver more healthful benefits for today's consumers



Stand apart in enriched and gluten-free foods with new **HOME**CRAFT® Quinoa flour

Foods made with quinoa have a special attraction for today's health-conscious consumers — leading to more new-product launches featuring quinoa in 2020 than all other ancient grains in the category.¹ And it's no wonder: Quinoa is both gluten-free and low-glycemic, earning superfood status for its nutrients, fiber and complete protein.

Now with Ingredion's **HOME**CRAFT® Quinoa flour, you have a sustainably sourced, reliable option to bring the benefits of this nutritional powerhouse to your baked goods, pastas, snacks and more. Whether replacing wheat flours in gluten-free foods or adding the nutritional benefits of ancient grains to your wheat-based products, it's easier than ever to deliver foods with quinoa's standout appeal.



Set your products apart with the appeal of ancient grains

Ready to deliver more good-for-you appeal? **HEMECRAFT® Quinoa flour** helps you leverage the high profile of quinoa, a seed that is commonly considered part of the fast-growing ancient grains category, which includes such grains as millet, sorghum, farro and amaranth. Among these options, quinoa leads the way with a 68% recognizability among U.S. consumers.²

COMPLETE PROTEIN, EXTRA FIBER AND NUTRITION

HEMECRAFT® Quinoa flour helps you boost nutritional appeal with a non-GMO and gluten-free ancient grain solution delivering in-demand fiber, complete protein and key nutrients.

- 12–13% protein (dry weight) — higher than rice and corn
- A complete source of protein, delivering all nine essential amino acids



Quinoa is packed with other nutrients:

- ✓ **Lipids** — Rich in essential fatty acids, and a good source of natural antioxidants
- ✓ **Vitamins** — Rich in riboflavin, thiamin and folate, with high amounts of vitamin E and B6
- ✓ **Minerals** — High levels of calcium, magnesium, phosphorus and iron
- ✓ **Anti-inflammatory** — Rich in phytosterols for anti-inflammatory, antioxidant and anticarcinogenic activity

EXPANDING YOUR GLUTEN-FREE TOOLKIT

HEMECRAFT® Quinoa flour provides an excellent substitute for other gluten-free grain products such as rice and corn — with the added benefit of its fiber- and protein-packed nutritional profile. Plus, its proprietary waxy variety of golden quinoa provides more amylopectin for improved freeze/thaw stability.

- Replace bulk flour in gluten-free applications
- Enrich fiber and nutritional content when replacing wheat flour
- Achieve label claims including superfood, whole grain, ancient grain, gluten-free, non-GMO, halal and kosher

DELIVERING A SUSTAINABLE SOURCING ADVANTAGE

To provide reliability, stability and traceability, our quinoa flour is created in a vertically integrated North American supply chain. Growing and milling the quinoa in Canada enables consistent quinoa production costs and a steady supply compared to South American sourcing options.

Create your next **nutritious breakthrough with us**

ingredion.us/quinoa-flour | 1-800-713-0208



CREATE CONSUMER-WINNING PRODUCTS WITH INGREDION

Partner with Ingredion to access our innovative plant-based protein solutions and the research-based insights you need to create your next breakthrough product. Experts at our global Ingredion Idea Labs® innovation centers are ready to help you reformulate for simpler labels and enhanced nutrition while keeping the great taste and texture your consumers love.

Sources:

1. Innova Database, 2020
2. Oldways Whole Grains Council Online Survey, N=1500, July 30-Aug 11, 2018; U.S. only



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