

# Popcorn

Reach New Heights in the Popcorn Market with Corbion



- Enhance flavor
- Improve the structure of fats and oils
- Prevent oil leakage
- Minimize number of un-popped kernels

Popcorn remains one of the world's most popular healthy snacks. As consumers search continually for new taste experiences in both sweet and savory popcorn variations, explore new opportunities to develop creative and innovative ready-to-eat and microwave popcorn products with PURAC® Powder and Trancendim® 180 from Corbion.

## Enhanced Taste

With a large number of manufacturers competing in the popcorn market, you need to create a product with a taste that really pops out. New flavor experience continues to be a top priority for consumers in both indulgent and healthy popcorn sectors. Well-known for its mild and clean flavor profile, lactic acid can enhance flavor without increasing sourness in both sweet and savory popcorn applications.



### Flavors boosted by lactic acid

Savory	Dairy	Fruit
Pepper	Cheese	Cherry
Tomato	Yogurt	Strawberry
Onion	Dressings	Other red fruits
Soy		
Chilli		
Ginger		

Table 1: Overview of flavors boosted by lactic acid

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### Versatile Flavor Management

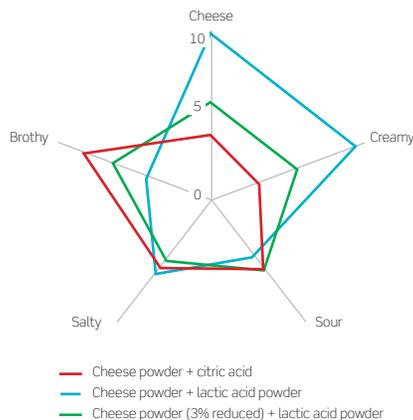
PURAC® Powder is lactic acid on a calcium lactate carrier. It has a characteristic lactic acid flavor - a pure, clean taste. Almost all lactic acid within the white powder is present in free, directly titratable form, which makes it versatile in level of use during applications.

### Cost Reduction

By enhancing the flavor profile of the popcorn product, PURAC® Powder contributes towards reducing your production costs, because it means that less accompanying ingredients are needed.

For example, in cheese-flavored applications, 3% cheese powder can be replaced by 0.3-0.5% PURAC Powder (Figure 1) - a 5% reduction in cost for cheese powder.

### Enhancing cheese flavor



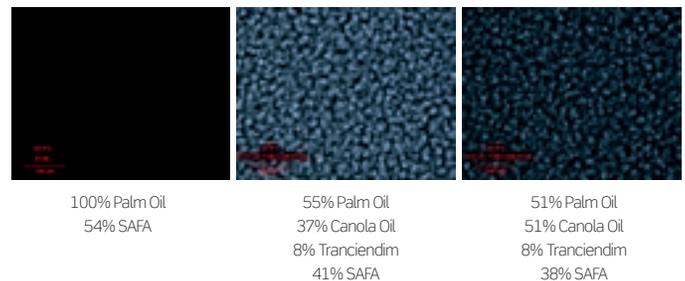
### Superior Oil Stability

Trancendim® 180 is an emulsifier that structures oil to mimic the functionality of preferable fat systems. It provides a zero-gram trans-fat solution, lowers saturated fat and eliminates hydrogenation from the popcorn ingredient declaration.

By reducing oil mobility, Trancendim® 180 enables you to prevent oil leaking from the envelope in microwave popcorn. With Trancendim® 180, popping oil has better crystallization properties and results in an oleogel that traps liquid oil and minimizes bag-staining.

Trancendim® 180 has enabled the popcorn industry to lower saturated fat of popcorn, resulting in a greater unit volume and fewer un-popped kernels, compared to palm oil in both full- or reduced-fat popcorn. All this while maintaining the flavor and sensory expectations of consumers (Figure 2).

### Oil binding improvements in reduced SFA popcorn oils



Polarized Light Microscopy of Popcorn Oil @ 25.0°C, source: Corbion 2015

Application interest	Benefit	Solution
Consumer-friendly labeling	Eliminate hydrogenation from labeling	Trancendim® 180
Shelf life	Maintain oil stability	Trancendim® 180
Taste & mouthfeel	Savory flavor optimization	PURAC® Powder
	Reduce waxy mouthfeel	Trancendim® 180



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With over 80 years of fermentation expertise and the use of natural raw materials to produce exceptional food and beverage ingredients, Corbion Purac has a wealth of expertise in the world of biobased food ingredients. Corbion is the global market leader in lactic acid, lactic acid derivatives and lactides, and a leading company in functional blends containing enzymes, emulsifiers, minerals and vitamins. Corbion operates 10 production plants, in the USA, the Netherlands, Spain, Brazil and Thailand, and markets its products through a worldwide network of sales offices and distributors.

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