

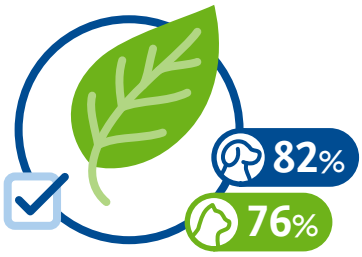
Nature’s secret ingredient for sensitive pets.
Rice starch, a clean label solution.

The right ingredients and careful dietary choices can help increase the life span, vitality and overall health of pets. Recipes that contain a selection of nature’s best solutions help achieve a happy and healthy pet life. Pet owners are increasingly aware of what is on their pet's menu. With a rise in demand for natural formulations and recognisable on-pack communication, more manufacturers are looking for premium, clean label ingredients.

Next to the natural origin of ingredients, also digestibility is top of mind. Over 90% of pet owners globally say that the likelihood of buying pet food increases if that product can be identified as easy to digest. Rice is considered natural and the most easily digestible grain. It's nature's secret solution for clean label nutrition that is suitable for the most sensitive pets.



76% of dog owners and **68%** of cat owners consider the ingredient list always or at least usually when purchasing new pet food.



More than **3 in 4** pet owners look for pet food containing less or no ingredients they dislike, such as artificial colours and flavourings.



84% of dog owners and **81**% of cat owners agreed that they expect the same quality standards from the food they choose for their pets as for their own food.

*Source: BENEO's Consumer Research on Attitudes towards Pet Food in US, Brazil, UK, Germany & China (N=5*500), 2021

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Rice Starch - The key to success in wet pet food

Clean label and premium.

Pet food that is natural and healthy is a key purchase driver: 90% of pet owners believe using natural ingredients makes pet food seem healthier. When referring to their perception of rice starch over half of pet owners feel that it sounds natural, and therefore appealing for their pet. Rice brokens, the raw material at the origin of rice starch, are carefully sourced, 100 % non-GMO, and comply with the strictest quality standards.

Pure carbohydrate source.

Rice starch is an ideal ingredient for young and sensitive pets, such as those that are in need of a hypoallergenic diet. It is a pure carbohydrate and an excellent source of energy that is highly and fully digestible thanks to the small granule size of the rice starch.

Exceptional texturiser.

Rice starch gives you the freedom to create a wide range of textures, from smooth and creamy gravies to firmer jelly-like compositions. Rice is a palatable ingredient with a neutral color and taste, which makes it easy to achieve the required flavour profile without the need to balance any off taste.

The branched structure of the amylose in rice grants you excellent stability during shelf life and resistance to changes in temperature.



Read more about specialty rice ingredients on our website: https://bit.ly/3iNmyDy

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contact@beneo.com

www.beneo.com

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