

# CLEAN LABEL STARCHES

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**W**ork is underway to help companies assess starches in relation to the way they have to be declared on the product label. Starches are widely used to modify the rheological properties of foods, and changes in the starch or the process can have significant effects on product properties such as mouthfeel, processing characteristics and product stability. Native starches have limited functionality as they are not tolerant to low pH, high shear or freeze/thaw. Physically modified starches are available to help overcome these problems and, unlike chemically modified starches, can be declared as 'starch', giving a 'clean label'. Work has been carried out to compare the characteristics of native, physically modified and chemically modified starches in formulated microwaveable starch-based sauces — a lower pH tomato sauce, a higher fat cheese sauce and a high sugar toffee sauce. Rapid visco analysis was used to measure starch gelation and behaviour, and differential scanning calorimetry (DSC) to measure the heat needed to melt the crystalline regions. The work has yielded data on the properties of the starches which will be of use to manufacturers developing 'clean label' products.

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## Bangkok

The Newport Scientific Asian Distributor Meeting was held at the Charpa Techcentre offices, Bangkok, in September 2006.



## TEAMWORK: from the Netherlands

As little as 10 years ago, the Rapid Visco Analyser (RVA) was little known in the European world of starch and flour. Now, I can confidently say that all the major starch players in Europe have worked with the RVA. In the BeNeLux market today we have about 50 systems in the field operating in quality control, R&D, process control and routine analysis in starch, rice, general food and flour applications.

In our market, we at Foss BeNeLux operate as the 'three musketeers' — two service engineers (Josch Soldaat and Kees Jonker) and myself (Nico Muts), as a product specialist. We are a small but very effective team, and we have Newport Scientific Europe as our backup.

When talking to our customers it is crystal clear that they value the RVA for the consistency of its results, day-to-day and plant-to-plant. They appreciate it not only for its quick answers on starch properties, but also for their investigations into developing new products.

I have had almost 25 years of experience with analytical instruments, customers and suppliers and I think it all relies on 'teamwork'. Keeping customers happy depends on the level of service as well as a personal touch — which comes as much from the company as the people who work for it. Our experience is that it is important to have direct contact with our customers in applications support and training — and we

mustn't forget our service engineers who take care of the yearly maintenance of every machine in the field.

I believe that enthusiasm is one of the most important ingredients of success, and that customers can tell how genuine your enthusiasm is just by looking at your face. I also think that you need to be inspired to be enthusiastic — and I was inspired at the very first training session organised by Newport Scientific. The support of the supplier, of course, is another important factor.

It is important to keep the customer informed, which we do by sending out *Newport World* and *Newport News*. Our customers appreciate receiving the journal and newsletter by ordinary mail. And last but not least is the yearly seminar — as we call it 'customers for customers'. We believe strongly in letting the users speak for themselves and present the RVA product, and we listen to their experiences — then there is no need for any more sales talk.

So, 50 instruments in the market is a result of hard work from us all, and I would like to thank Josch Soldaat and Kees Jonker for their service and maintenance support and all the staff of Newport Scientific. Real teamwork!

Nico Muts  
Product Specialist  
Newport Scientific BeNeLux



Kees Jonker, Josch Soldaat and Nico Muts