

RICE FLOURS & STARCHES

natural based ROSE BRAND AMYROSE rice product



ROSE BRAND

Rice - an ancient symbol of life, wealthy, success and good health in many cultures. For thousands of years rice has been a popular food around the globe as the main source of nourishment for more than half the world's population today. One of the six true cereals in the world today, rice is the oldest harvested crops known to man, commencing its life cycle as tiny grains sown in irrigated fields to become grassy plants of 60-100cm tall.

Thai Wah have introduced a natural based **ROSE BRAND AMYROSE** rice product series that is sustainably sourced from the Indica specie in the prosperous and tropical climates of Vietnam in South East Asia. Indica varieties are characterized by having intermediate or high amylose and high protein content, lending itself as a more complex and premium product to that of its other counterparts. These quality and versatile Rice Flour and Rice Starch products are grown, sourced and milled in Vietnam to ensure the highest standards in purity and functionality.

The well-balanced and nutritional rice products of the ROSE BRAND AMYROSE series, are easy to digest and supported by their low fat, high carbohydrate and amino acid levels. Supporting consumers shifting to plant-based foods ROSE BRAND AMYROSE is a 100% plant-based with the added benefits of clean label containing no GMO or chemically modified components; are gluten-free and available in both native and organic certified formats. Rose Brand Rice Flour and Rice Starch products are the essential ingredient across diverse applications in your sauces, noodles, snacks, dairy, meat and bakery products.



Rice Flours

Vietnamese Rice Flour products are derived from long and medium-grain white rice varieties containing high amylose content to support its unique functionality. Typically, opaque in colour, rice flour is closest to wheat flour and yields a cake-like consistency – the perfect ingredient as a gluten-free alternative to wheat flour.

ROSE BRAND AMYROSE 738RF Rice Flour provides outstanding elasticity and surface smoothness with lower retrogradation (rather than commercial products). Good for quality improvement for noodles and gluten free rice pasta. The high moisture retention, texturizing and adhesive properties of bakery and snack products as well as the thickening properties of rich and creamy sauces makes this rice flour the must have ingredient in food production. ROSE BRAND AMYROSE 738RF product offers highly innovative solutions and outstanding performance across noodles, bakery, snacks, batters and sauce applications.

ROSE BRAND AMYROSE 200GF Glutinous Rice Flour is derived from long-grain white rice varieties is also known as Sweet or Waxy Rice Flour and is typically solid white in colour. This highly versatile glutinous rice yields a sticky and chewy texture suitable for foods that require less structure. Its superior functionality provides increased viscosity and thickening properties of dressings, sauces and dairy. With enhanced moisture retention and low retrogradation properties to provide excellent increased freeze-thaw stability of your products, this Glutinous rice flour is the ideal ingredient to all your mouthwatering and delicious bakery, sauce, meat, dumpling, batter and dairy applications. Whether you're seeking the sticky and elastic texture of rice cakes or the rich and creamy mouthfeel in your sauces its sure to wow your customers time and time again. its sticky and elastic texture, glutinous rice flour is a favorite base for dumplings, buns and pastries, and sweets (mochi and glutinous rice ball) made with glutinous rice flour are popular and widely available throughout Asia desserts.





Rice Starches

Rice starch is a polymeric carbohydrate and the main component of rice. In its native form rice starch is an insoluble white powder consisting of a unique molecular structure of amylose - amylopectin contents. This unique structure of rice amylopectin gives rice starch is exceptional shelf-life stability, and the branched rice amylose and small starch granule size make rice starch an ideal starch when it comes to creating soft and creamy textures. Rice starch is the ideal substitute to traditional cereal starches of wheat, corn, tapioca and potato starches which in comparison are much larger in granule size.

ROSE BRAND AMYROSE 184RS Rice Starch has significantly small granule size, similar to the granule size of fat globules which allows for this ingredient to acts as an exceptional natural fat replacer across rich, smooth and indulgent textures. With its stark white appearance this odorless rice starch provides superb whiteness and creamy mouthfeel enhancement to dairy and sauces as well as supporting light and crispy texture to snacks and batters and texturisers in meat and bakery products.

ROSE BRAND AMYROSE 21IGS is a Glutinous Rice Starch with low gelatinization temperature and amylose content, with a waxy base and very fine granules. With additional functionality in having excellent water retention properties this glutinous rice starch provides increased freeze-thaw stability in a wide range of applications. Highly elastic it allows for excellent stretch to dairy and sauce products as well as a texturiser across bakery, snacks and batter applications.

PRODUCT NAME	PRODUCT CLASSIFICATION	KEY FUNCTIONALITY	APPLICATION
AMYROSE 738RF	RICE FLOUR	<ul style="list-style-type: none"> - IMPROVE TEXTURE QUALITY - INCREASE STABILITY & ELASTICITY - ADHESIVE PROPERTIES - LOW RETROGRADATION 	NOODLE, BAKERY, SAUCES, SNACKS, BATTERS
AMYROSE 200GF	GLUTINOUS RICE FLOUR	<ul style="list-style-type: none"> - IMPROVE TEXTURE QUALITY - FREEZE-THAW STABILITY - INCREASE STABILITY & VISCOSITY 	DAIRY, SAUCE, BAKERY, SWEET AND DESSERTS, FROZEN FOOD
AMYROSE 184RS	RICE STARCH	<ul style="list-style-type: none"> - SMOOTH CREAMY TEXTURE - NATURAL FAT REPLACER - ODORLESS & TASTELESS 	DAIRY, MEAT, SAUCE, BAKERY, SNACKS, BATTER
AMYROSE 211GS	GLUTINOUS RICE STARCH	<ul style="list-style-type: none"> - FREEZE THAW STABILITY - NATURAL FAT REPLACER - IMPROVED TEXTURE & ELASTICITY 	DAIRY, SAUCE, BAKERY, SWEET AND DESSERTS



- Soft and creamy gel texture

- Fat mimetic effect

- Impact on perceived texture (Elasticity, Chewiness)

- Shelflife stability

- Adhesive properties

- Natural whitening agent

Supported by the general goodness in being natural, gluten and GMO-free, Rose Brands clean label Rice Flours and Rice Starches are available in both native and organic certified products formats offering endless innovative product and application solutions. These neutral tasting white powders are ideal alternative to existing modified starches in improving texture, elasticity, freeze-thaw stability and fat replacement to achieve the perfect products every time.

To find out more about Thai Wah's premium Rose Brand AMYROSE Rice Flour and Rice Starch products that flourish in Vietnam's pristine rice growing environment contact us on:



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