



WAXY TAPIOCA STARCH

**THE NEW
NATURAL
SUSTAINABLY
SOURCED
INGREDIENT**

Looking for an natural high performing thickener and texturiser that is sustainably farmed - then look no further than **ROSE BRAND AMYROSE series of waxy tapioca starches** to optimise products every time across a wide range of soups, sauces, yoghurts, snack and baked products.

The natural cassava and rice based, ROSE BRAND AMYROSE product series offers clean and simple recipe solutions for everyday food and beverages. Supporting consumers shifting to plant based foods ROSE BRAND AMYROSE is a 100 % plant-based food with the added benefits of clean label containing no GMO or chemically modified components as well as gluten free - the perfect ingredient to complement any free-from food menu.

With an increased demand for **clean-label** foods of waxy tapioca starch offers an attractive alternative to the use of chemically or genetically modified starches in frozen and around the world the cold-temperature stability hilled food products.

With a focus on smart cassava farming, Thai Wah and the Rose Brand offer sustainable Root Supply and Loyalty Farmer programs for these unique Thai sourced ingredients ensuring best practice supports sustainable farming for premium quality tapioca starches for the future.



**CLEAN AND SIMPLE RECIPE
SOLUTIONS FOR EVERYDAY
FOOD AND BEVERAGES**

PRODUCT PROPERTIES

The cassava plant is grown for its starch-rich storage roots serving as a staple food and commodity in the starch industry. Starch is composed of the glucose polymers amylopectin and amylose with the later strongly influencing the physiochemical properties of starch during cooking and processing.

The recent innovation of this cassava plant variety using non-GMO breeding technologies to produce a waxy tapioca starch enables the development of a starch with a high amylopectin content. The pure white cassava starch granules typically round/oval with a flat surface on one side contain at least 95 % amylopectin. Amylopectin, a typically long chain branched structure gives to the crystallinity of the granule enabling the exclusive product characteristics in forming stable pastes and gels.

ROSE BRAND AMYROSE series allows for high potential and utilisation across the food industry to improve properties of products as an alternative replacement for stabilised starches or other waxy cereal starches.

A highly stable paste/gel from waxy tapioca starch provides excellent stretch ability with a translucent and glossy appearance and a high degree of clarity. Cooked paste of waxy tapioca starch provide the greatest clarity and stability among all starches during storage at chilled temperature of 40 C for up to 7 days enabling prolonged product shelf-life thus improving efficiencies and cost through waste minimisation.

With a low protein and lipid content these products offer little impact on nutritional value. Minimal sensory impact of low or no odour or taste, this clear paste/gel of waxy tapioca starch is the perfect secret ingredient to enhancing delicate flavoured sauces, soups and gravies every time.

Properties	Waxy tap	Native tap	Waxy corn
Viscosity of waxy tap	xxx - 1400 BU	600 – 1000 BU	400 – 800 BU
Freeze thaw cycle	2 - 3 round	1 round	none
Gel Clarity	Very clear yellowish gel	clear gel	Opague
Texture	Very sticky	Sticky	Sticky
Odor	Very low	Very	High



**GREATEST
CLARITY AND
STABILITY
AMONG ALL
STARCHES**

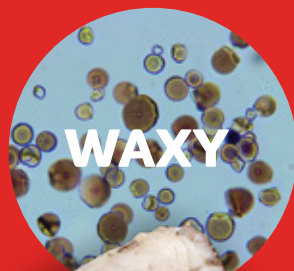
FUNCTIONAL PROPERTIES

Waxy tapioca starch developed by non-GMO breeding technologies offers high viscosity and high swelling properties. The high amylopectin content allows for a lower pasting temperature and higher viscosity than normal starches.

Waxy tapioca starches exhibit no syneresis or retrogradation after storage 180 C at which remains unchanged even after up to at least two freeze-thaw cycles.

The excellent freeze-thaw stability offers added advantages in using waxy tapioca starch free from chemicals as the ideal ingredient to replace stabilised starches in ensuring consistent products time after time.

An excellent texturizer with its high moisture retention and expansion properties the ROSE BRAND AMYROSE series creates light puffy and crisp product attributes across snacks and baked goods. It's ability to provide a super soft and elastic texture gives a superior mouthfeel with **'melt in the mouth'** sensory properties. A low fat and gluten free ingredient, it's the perfect ingredient to optimize your product performance to appeal to wider consumer preferences.



**EXCELLENT
TEXTURIZER
WITH ITS HIGH
MOISTURE**

Gel at Room Temp.



Native



Waxy Rice

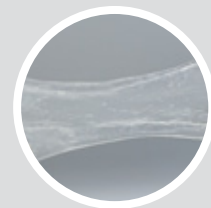


Waxy Corn



Waxy Tapioca

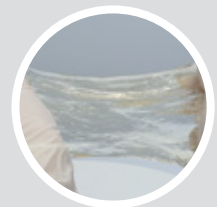
Gel at Chill Temp.



Waxy Rice



Waxy Corn



Waxy Tapioca

Gel at Frozen Temp.



Waxy Rice



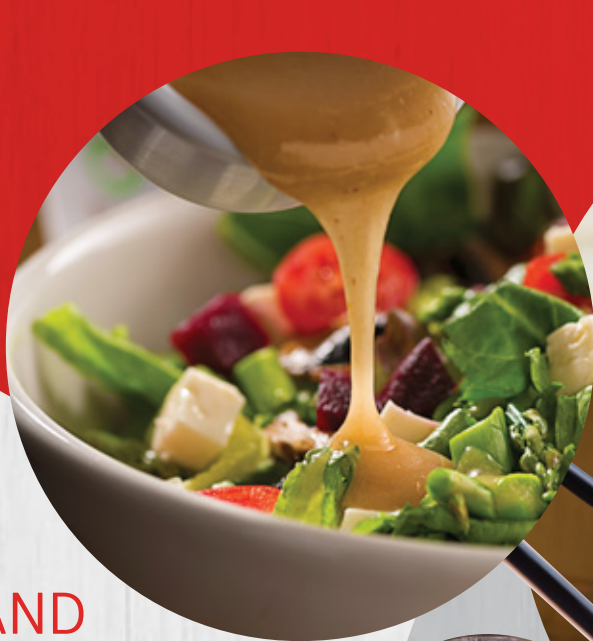
Waxy Corn



Waxy Tapioca

PRODUCT APPLICATION & SOLUTIONS

The superb characteristics of the ROSE BRAND AMYROSE waxy tapioca starch product series offers **stable translucent, odourless and tasteless pastes and gels with exceptional freeze-thaw properties to prolong shelf-life**. The high-quality ingredients provide improved product performance with highly effective improvements on yield, as well as deliver innovative texture to the product.



ROSE BRAND AMYROSE

Crisp offers the exceptional expansion and puffability to drive superior texture across a wide range of snack products such as coated nuts, waffles and extruded snacks.



**CRISP
PUFFABILITY
TEXTURISER
MOISTURE
RETENTION**



ROSE BRAND AMYROSE 576WX

has the perfect texturiser and moisture retention properties to support the optional creation of dumplings, noodles, low fat yoghurts, frozen food and dressing and a wide range of bakery options.



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AMYROSE SERIES
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