

Benecel™ MX modified cellulose offers versatility to plant-based products

The growing demand for *plant-based* products has required the industry to constantly work for innovation.

In recent years, the pace of growth in this market has been intense and the projection for the coming years is that this global growth of *plant-based* alternative meat products should continue above double digits.

Alternative *plant-based* chicken, beef and pork products are the most common options available to the consumer. On the other hand, fish and seafood products are increasing their presence in the market and are in full growth phase.

Plant-based proteins have different properties, characteristics and functionalities, and also behave differently with respect to pH and temperature when compared to animal proteins and product composition.

Choosing the right hydrocolloid helps to develop a *plant-based* product with the desired quality and texture. **Benecel™ MX** Modified Cellulose is an effective binder and texturizer and can help overcome these challenges.

Benecel™ MX is a modified cellulose specially developed for applications in *plant-based* products as an alternative to meat and, due to its versatility, it provides sensory and functional benefits, both to the final product and to the process, such as:

- gives a meat-like texture;
- improves consistency;
- promotes thermal gelatinization;
- improves moisture retention;
- maintains product integrity during and after cooking;
- Offers an efficient alternative to allergenic binders.

Our challenge has been to develop formulations for *plant-based* products that are alternatives to all types of meat, such as hamburgers, sausages, sausages, pâtés, breaded products, including fish and seafood, which can contribute to improving the overall quality and enhancing the experience. pleasant sensation of the final product.

Ask us about our solutions for *plant-based* alternative animal protein products developed with our **Benecel™ MX modified cellulose**.

Contact our solvers! contato.nutrition@ashland.com