



## Achieve Superior Functionality and Texture

ADM's PurelyForm™ xanthan gums join our broad line of high-quality hydrocolloid solutions to bring you superior stability, transparency and improved texture in food, beverage and pet nutrition applications. Our portfolio of xanthan gums are created with consistent functionality and customization in mind, to help you achieve innovative, delicious and nutritious food & beverage solutions.

Formulate health forward, functional products with ingredients that are considered favorable in the eyes of the consumer. Our ingredients come from carefully selected renewable, plant-based raw materials and offer unparalleled clarity, a neutral label, superior quality systems and food safety certifications.

**25% of U.S. consumers say it's important the product they buy is sustainable.**

Mintel "Natural and Organic Food Shopper" Report, 2020

### UNRIVALED QUALITY FOR FOOD & BEVERAGE PERFORMANCE

PurelyForm™ xanthan gum offers:

- Improved dispersion rates
- Thickening with rapid viscosity
- Highly functional properties

### WHY ADM: HYDROCOLLOIDS FOR FOOD & BEVERAGE

Derived from  
renewable  
resources with  
reliable quality

Consistent  
functionality  
with improved  
dispersion, clarity  
& fast hydration

Customizable  
turnkey solutions



48% of U.S. consumers responsible for food/beverage shopping agree they make environmentally responsible choices for the good of the planet, while 30% do so because it's good for their health.

Mintel "Saving the Planet with Sustainable Ingredients" Report, 2020

## Safe, Reliable Plant-Based Solutions You Can Trust

Quality, reliability and transparency remain key industry pillars of importance. ADM's partnership with regional growers ensures the highest quality ingredients and consistency from the field to market.

Our xanthan gum is derived from renewable, plant-based resources and produced via a fermentation process in our dedicated xanthan plant, part of our complex in Decatur, Illinois.

ADM monitors and controls every stage from crop processing and raw material selection right through to the finished product, assuring quality throughout.

## CLAIMS & CERTIFICATIONS IN DEMAND

- **FDA-GRAS Approved**  
*(Food & Drug Administration 21 CFR 172.695)*
- **PCR Negative for GMO & Allergens\***
- **EU Permitted**
- **Halal**  
*(Islamic Food & Nutrition Council of America)*
- **Kosher Certification**  
*(Products, Facilities & Transport Vessels, Orthodox Union)*
- **Clean Label**
- **Organic Compliant**
- **Plant-Based Ingredients**
- **Gluten Free**
- **FSSC & GFSI Recognized**  
*(Third-party Certification)*
- **SEDEX**  
*(Supplier Ethical Data Exchange)*
- **ISO 9001:2008**  
*(Quality Management System)*
- **Manufactured per FSMA Regulations**  
*(FDA Food Safety Modernization Act)*
  - **PCQI**  
*(Trained for Human & Animal Feed)*
- **HACCP**  
*(Best-in-Class International HACCP Alliance Trained Teams)*
- **C-TPAT Certified**  
*(Achievement in Food Safety)*

\* Negative for allergens means below limit of detection

# More Applications, More Benefits

Partner with ADM to gain an edge in more food & beverage applications. Benefit from our years of experience and R&D technical expertise to solve any textural challenge with custom, plant-based solutions derived from renewable sources.

## SUPERIOR QUALITY

ADM's PurelyForm™ xanthan gum portfolio offers innovative solutions, with superior quality attributes such as improved clarity, faster hydration, and improved dispersion rates, with higher viscosity and particle suspension, as well as a uniquely smooth mouthfeel.



### Sauces & Dressings

- Providing creamy texture and clean mouthfeel
- Thickening and adding body in reduced-fat dressings
- Performing as effective stabilizer against effects of heat, low pH, high salt levels and enzymes



### Bakery & Cereals

- Providing superior moisture retention during mixing, baking and product distribution
- Suspending particulates during processing and baking for homogeneous distribution of inclusions throughout finished product
- Enhancing injection and pumping properties



### Candy & Confection

- Providing cleaner mouthfeel and better flavor release
- Improving heat stability and tolerance to variations in processing conditions



### Medical Nutrition

- Contributing clarity and thickness of texture
- Providing faster hydration and consistent viscosity across multiple nutrient-forward beverages



### Ready to Drink Beverages, Powdered Beverages

Offering high level of clarity as well as developing viscosity rapidly



### Meat & Meat Alternatives

- Acting as a binder, ensuring homogenous distribution and cohesive texture
- Enhancing texture and mouthfeel by delivering the expected "bite and chew"



### Dairy & Dairy Alternatives

*(cheese, creamers, yogurts, frozen novelties)*

Providing cleaner mouthfeel and better flavor release, improved heat stability and processing tolerances, and superior moisture retention



### Retorted Products

Improving cling and emulsions stability, providing heat/acid/salt stability, and reducing occurrence of 'fat cap'



### Frozen Foods

Improving flavor release, providing freeze-thaw stability and production tolerance



### Batters & Breadings

Providing consistent batter pickup, enzyme stability and improved cling



### Reduced Fat & Reduced Calorie Products

Partial fat or starch replacer, improving eating experience of finished goods



# Partner with a Global Leader Who Gives You an Edge

At ADM, our high-quality, U.S. produced plant-based ingredients include 85+ years of expertise. We are a global leader in functional texture ingredients with the technical knowledge to ensure the products we send to market are the best available. When it comes to hydrocolloids for your food & beverage products, your edge is our expertise.

## AVAILABLE OPTIONS:

PurelyForm™ Product Name	Product Code	Description	Applications
<b>Standard Powdered Form</b>			
PurelyForm™ XG 40	174905	Larger mesh powder Formerly known as NovaXan™ 40. Provides body, texture, phase stability and better hydration in slower mixing processes.	<ul style="list-style-type: none"> <li>• Great in salad dressings, dairy products, beverages, gravies, sauces, frozen/refrigerated dough, cake mixes, bread, batters and gluten free products</li> <li>• Success has been experienced in personal care and cosmetic products to include toothpastes, shampoos and lotions</li> <li>• Pharmaceutical and medical nutrition products have seen an uptick in usage</li> </ul>
PurelyForm™ XG 80	174910	Mesh powder Formerly known as NovaXan™ 80. Provides ease of hydration and dispersion in a majority of mixing processes.	
PurelyForm™ XG 200	174920	Fine mesh powder Formerly known as NovaXan™ 200. Provides better hydration in high mixing processes.	
PurelyForm™ XG 80FH	174915	Low dusting powder Formerly known as NovaXan™ 80FH. Provides a uniform hydration and dispersion in a majority of mixing processes.	
PurelyForm™ XG 80SF	174914	Formerly known as NovaXan™ 80SF and NovaXan™ 200SF. Provides heightened ability to provide a smoother dispersion with faster hydration in applications with lower-water or low-mixing processes.	
PurelyForm™ XG 200SF	174924	Fine mesh powder	
<b>Transparent Powdered Form</b>			
PurelyForm™ XG 40T	174907	Formerly known as NovaXan™ 40T	All of ADM's transparent offerings are formulated for products that require a high level of clarity and viscosity, including: beverage, medical nutrition and personal care products
PurelyForm™ XG 80T	174930	Formerly known as NovaXan™ 80T	
PurelyForm™ XG 200T	174940	Low dusting powder Formerly known as NovaXan™ 200T. High level of clarity.	
PurelyForm™ XG 80TFH	174935	Formerly known as NovaXan™ 80TFH	
PurelyForm™ XG 80TFH+	174931	Formerly known as NovaXan™ 80TFH+ and NovaXan™ 200T+. High level of clarity and fast hydration across a number of medias.	
PurelyForm™ XG 200T+	174941	Finer mesh powder	
<b>Specialized Powdered Form</b>			
PurelyForm™ XG D	174950	Lower dusting powder Formerly known as NovaXan™ D	Agglomerated powder that provides best dispersion results in slower mixing process
PurelyForm™ XG HD+	174955	Formerly known as NovaXan™ HD+	Agglomerated blend with high degree of clarity, specifically formulated to provide superior dispersibility and fast hydration across multiple medias

Shelf Life: 3 years, MOQ: 1 pallet/750 kg

## SAFE, RELIABLE OPTIONS

We unlock value for you by monitoring and controlling every stage along the way from field to finished product. Our high-quality, plant-based U.S. sources ensure that you receive the best options available.

## APPLICATIONS EXPERTISE

We leverage our best-in-class analytical, biotech, and innovation capabilities and enhanced textural solutions across a variety of applications.

## SPEED TO MARKET

By leveraging our world-class technical R&D team, application science & technology, and holistic innovation and partnership approach, your finished product can get to market faster.

## COST-EFFECTIVENESS

With ADM's higher viscosity food-grade hydrocolloids, you can reduce your inclusion rates and achieve more cost-effective solutions, without sacrificing functionality or results.

## ADM DELIVERS FOR YOU

With ADM you have a partner who combines renewable, highly functional and cost-effective food-grade xanthan gum ingredients with unmatched technical ingenuity. We bring over 85 years of experience with our broad texturant portfolio to the table. Our extensive technical and R&D expertise gives you an edge in developing consumer-preferred and safe final products. Our high processing standards and partnership with growers ensures a premium-quality product from field to market. Count on us to meet any formulation challenge and to deliver for you every time.

Inquire about additional texture solutions. To request samples, email [samples@adm.com](mailto:samples@adm.com). For technical consultation or support, email [SIQA@adm.com](mailto:SIQA@adm.com).

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