



## Nu-RICE® a Processing Aid in Whole Grain Cereals

**Common Problems:** Bulk density, shape, output, cell structure, surface, bite and texture.

**Recommended Mixing:** Dry blend Nu-RICE with dry ingredients.

### Use Rates Per Application:

|  |      |
|--|------|
| Extrusion Aid (cereals: flakes, puffs) | 0.5% |
| Sheeting (corn, wheat, potato, etc.)   | 1.0% |

### Why Nu-RICE as a Processing Aid in Whole Grain Cereals:

| Features                    | Benefits   |
|-----------------------------|--|
| Processing aid              | <i>Decrease:</i> downtime, surging, plugging dies, wear and tear on parts<br><br><i>Increase:</i> output (10%-12%) production/consistency and throughput |
| Increase output             | Improve machine ability, reduce bulk density (10%-15%) and improve expansion   |
| Enhance definition of shape | Reduce tooth packing, improve shapes, texture and quality of appearance  |
| Softer bite                 | Improve expansion and uniform cell structure, increase crunchiness   |
| New crop/Grain issues       | Improve consistency during changes in raw material quality or seasonal conditions  |
| Soy lecithin replacer       | Rice based, Non-GMO binder of oil and water  |
| Whole grain fortifier       | Patented process concentrates nutrients in rice bran: antioxidants, minerals, fats (non-trans), vitamins, proteins and carbohydrates                     |

**Nu-RICE®** a patented rice extract that is highly functional and delivers a clean label.



## **Nu-RICE® A PROCESSING AID IN WHOLE GRAIN CEREALS**

With demands for more “healthy and natural” cereals, food processors are incorporating whole grains to meet the nutritional initiative set further by consumers.

**Nu-RICE** delivers...

### **FUNCTIONALITY**

Reduce bulk density (10%-15%)

Emulsification

Create a smoother surface

Reduce tooth packing

Improve shapes, texture and bite

Improve cell wall structure

**NUTRITION...Nu-RICE a whole grain fortifier.** Our patented process concentrates the nutrients found in rice bran:

Antioxidants

Minerals

Fats (non-trans)

Vitamins

Proteins

Carbohydrates

### **COST REDUCTION**

Reduce breakage/rework material

Reduce coating costs (smoother surface on cereal)

Reduce die plugging, less downtime/increase output/hour (10%-12%)

### **CONSUMER SATISFACTION**

Consistent bite and texture

Increase crunchiness

Less breakage

### **Use Rates Per Application:**

#### **Direct Expanded:**

Corn/wheat/rice grains

Potato and other grains

0.5% (based on the dry weight of grain)

0.25% - 0.5%

### **Recommended Mixing:**

Dry blend Nu-RICE with grain. Add water for hydration and continue blending.

Extrude using normal procedures.

Nu-RICE is an all-natural ingredient extrusion processing aid. It is available as “Certified Organic”; Kosher Parve, Non-GMO and provides a clean label as “rice extract” (when label declaration is required).