



Challenge: Solved

A TAPIOCA STARCH CASE STUDY





Mayonnaise
that is rich,
delicious and
plant-based

Creamy Vegan Mayonnaise

With its rich texture and mild, clean flavor, our Vegan Mayonnaise delivers a delicious eating experience without compromise.

Mayo can be the perfect finish to your favorite sandwich, but consumers are also increasingly seeking plant-based options that fit their lifestyle preferences. This vegan version brings the smooth taste without the egg, thanks to our Texperien™ Max Tapioca Starch.



New product launches of sauces with **vegan claims grew 19%** from 2016-2020.¹



10% of consumers tried eating vegetarian, while **6% tried a vegan eating** approach in 2020.²



44% of U.S. consumers identify as flexitarians, which means they are actively trying to eat more plant proteins, but still eat animal-based protein products.³

¹ Mintel GNPD, August 2021

² HW2021, The Hartman Group

³ ADM Outside Voice™ Plant Protein Consumer Study, November 2019



A creamy, great-tasting vegan mayonnaise that delights consumers—using tapioca starch and soy proteins for plant-based appeal.



CHALLENGE

Creating a great-tasting vegan mayonnaise without the egg produces a challenge since the egg traditionally used provides the functional benefits—emulsion, mouthfeel, viscosity, and a pale-yellow color.

SOLUTION

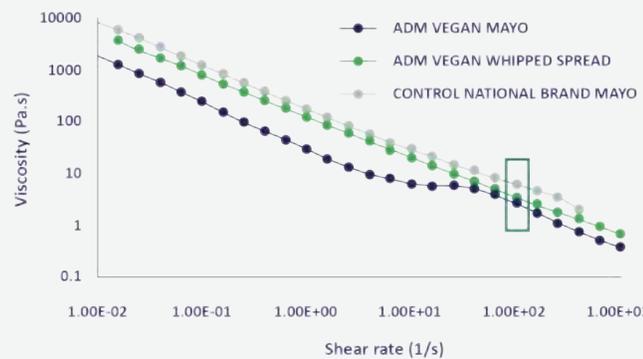
We pulled out all the stops to develop this vegan mayonnaise. Our Texperien™ Max Tapioca Starch and highly functional blend of soy proteins work to replace the egg and build back the texture and functionality. Then, we reached into our full ADM pantry to provide the proper flavor and color for a deliciously creamy and satisfying eating experience.

NO COMPROMISE ON FUNCTIONALITY

ADM’s technical team conducted extensive tolerance testing to ensure functional performance of our vegan mayo.

Viscosities in ADM’s samples show similar trends to the control national brand mayo as shear rates increase.

Viscosity by Shear Rate¹



¹ Fat, moisture, pH and solids of the vegan spreads were similar to the control

The Result

A smooth, full-flavored vegan mayonnaise that enhances all of your favorite foods.

A Label that Stands Out and Stands Up

Culinary sauces and dressings are one of the fastest growing categories with consumers seeking vegan claims.¹ With on-trend tapioca starch and an expertly crafted blend of functional soy proteins, this vegan mayonnaise comes out on top with plant-based ingredients that appeal to vegans and flexitarians alike.

¹ Mintel GNPD, August 2021

Nutrition Facts	
Serving size	1 Tbsp (14g)
Amount Per Serving	
Calories	70
% Daily Value*	
Total Fat 7g	10%
Saturated Fat 1g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate Less than 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

INGREDIENTS: SOYBEAN OIL, FILTERED WATER, SUGAR, MODIFIED TAPIOCA STARCH, SOY PROTEIN ISOLATE, SOY PROTEIN CONCENTRATE, VINEGAR, SALT, CITRIC ACID, DRY MUSTARD, NATURAL FLAVOR.

*Starch only version (no protein) also available

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- Vegan
- Zero added sugars
- Non-GMO
- Natural flavor

KEY ADM INGREDIENTS:

- Texperien™ Max Modified Tapioca Starch
- ProFam® Soy Protein Isolate
- Arcon® S Soy Protein Concentrate
- RBD Soy Oil
- Natural Mayo Flavor Type Flavor



READY TO SOLVE YOUR CHALLENGES?

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