



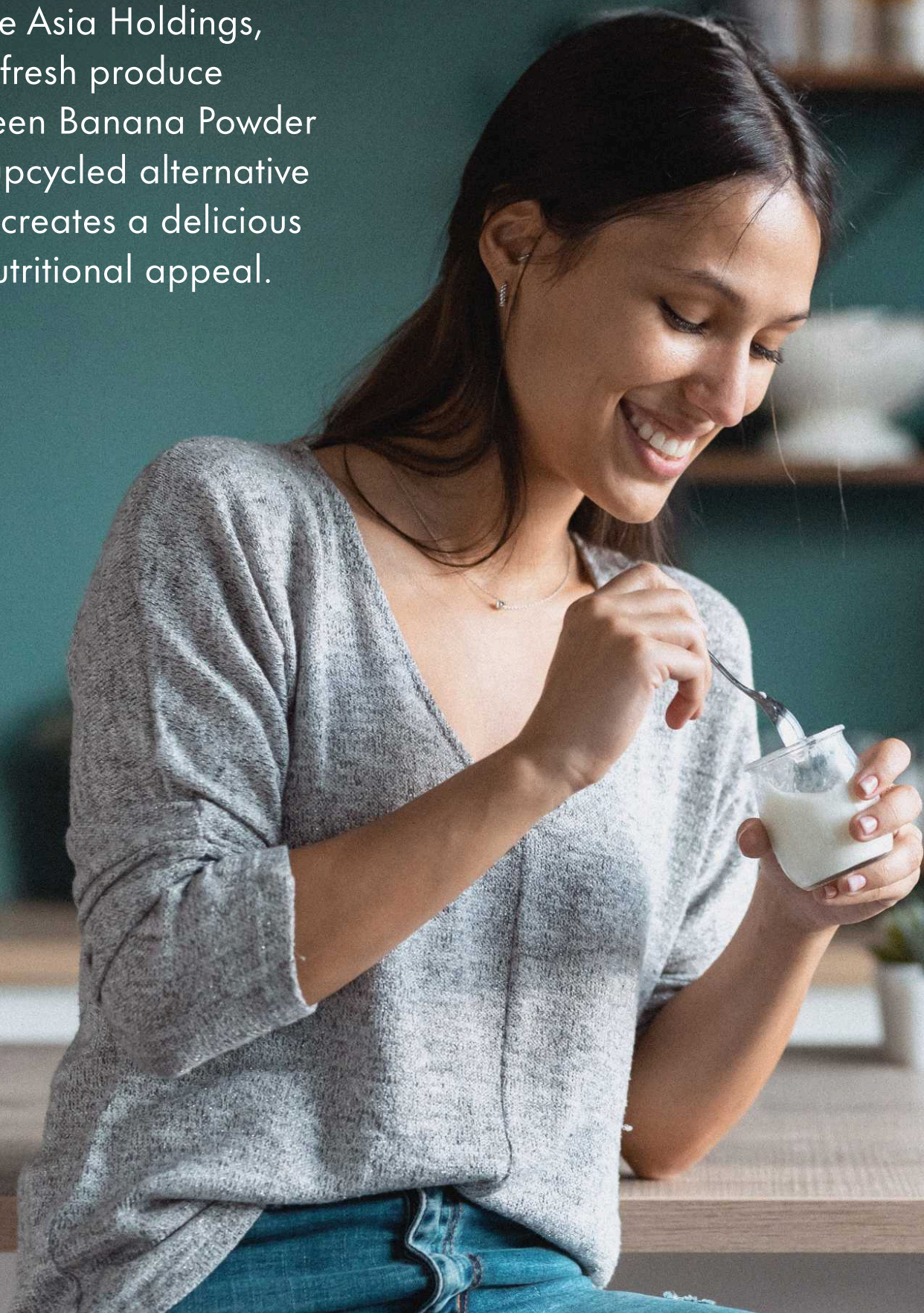
Givaudan

Get ready to go bananas
for our natural, clean-label
texturising ingredient

Introducing Green Banana Powder

Consumers want natural solutions. But they don't want great taste to get lost in bad texture.

We've teamed up with Dole Asia Holdings, one of the world's leading fresh produce providers, to bring you Green Banana Powder — a natural, clean-label, upcycled alternative to synthetic texturisers that creates a delicious end product with added nutritional appeal.



Key benefits at a glance



High performing and functional

A powerful texturing ingredient that acts like a native starch when heated for viscosity and mouthfeel.



Natural & recognisable

A natural functional fruit powder, with clean labelling and a long history of consumer recognition. **7 in 10 consumers¹** say it's important that a food or drink is natural.



Upcycled

Certified as an upcycled ingredient in the U.S. **81%** of global consumers say they want to reduce food waste². A notable **64%** actively seek sustainably produced products³.

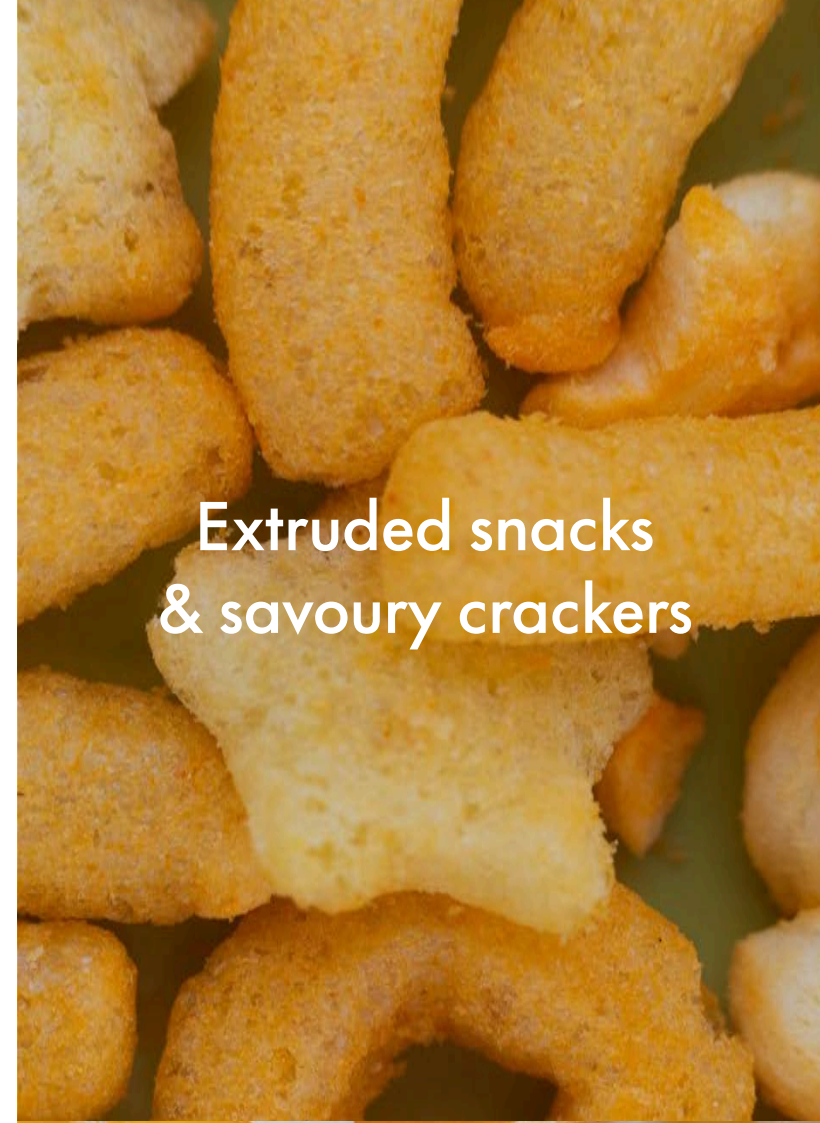
1. FMCG Gurus Clean Label Trends in 2023.

2. FMCG Gurus, The Future of Food: Upcycling in 2022.

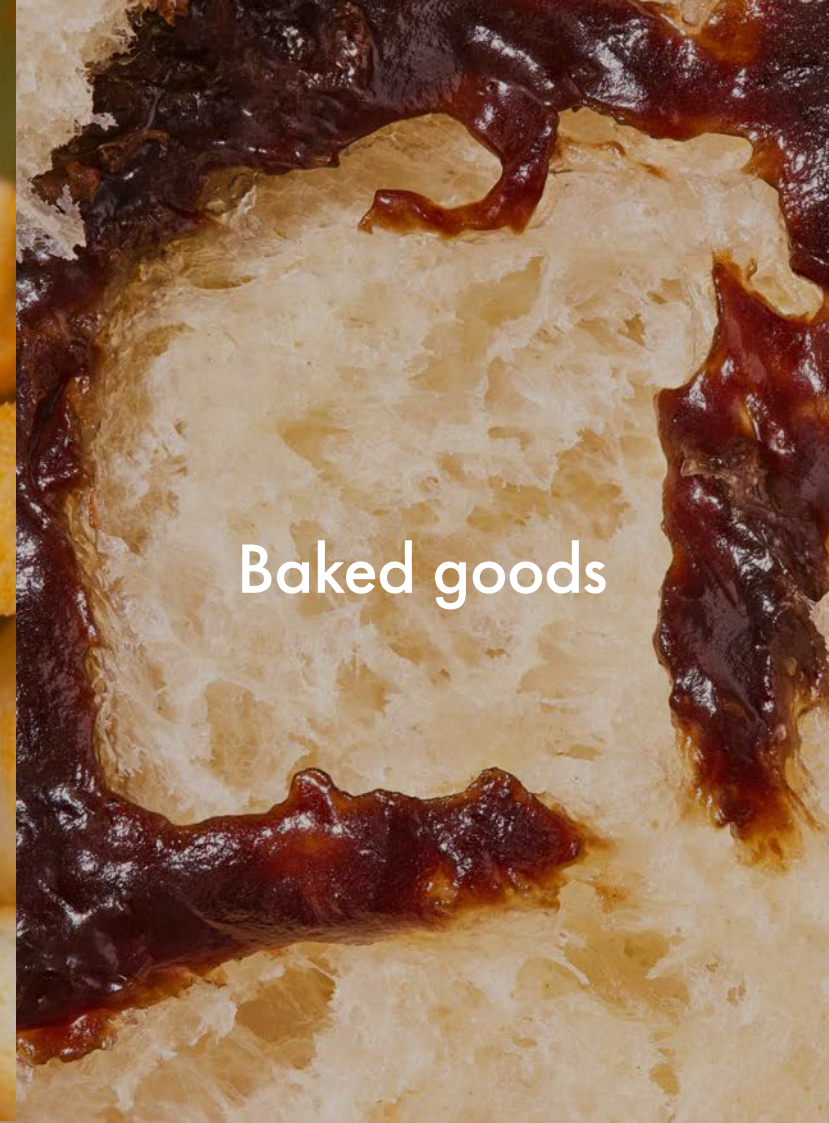
3. Taste Tomorrow, Unveiling the Biggest Consumer Trends and Desires in Sustainable Eating for 2024.



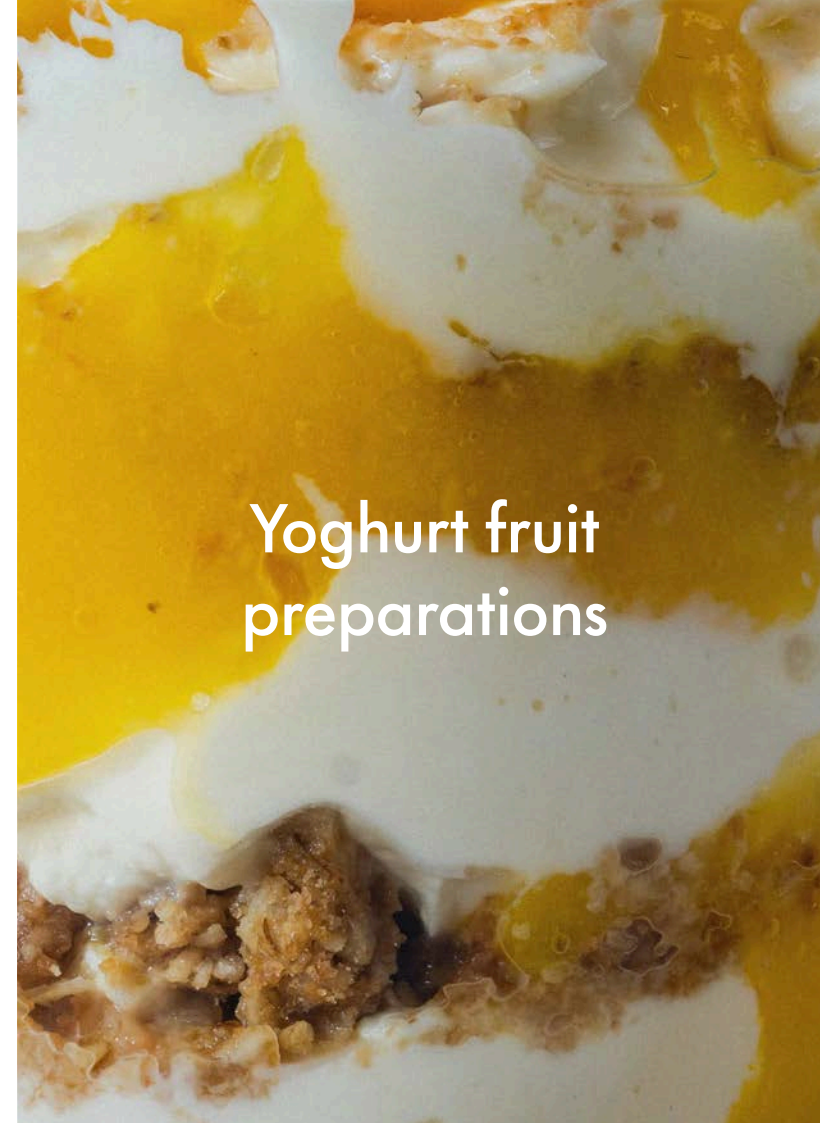
Green Banana Powder
has been proven to
enhance texture in a
broad range of
applications.



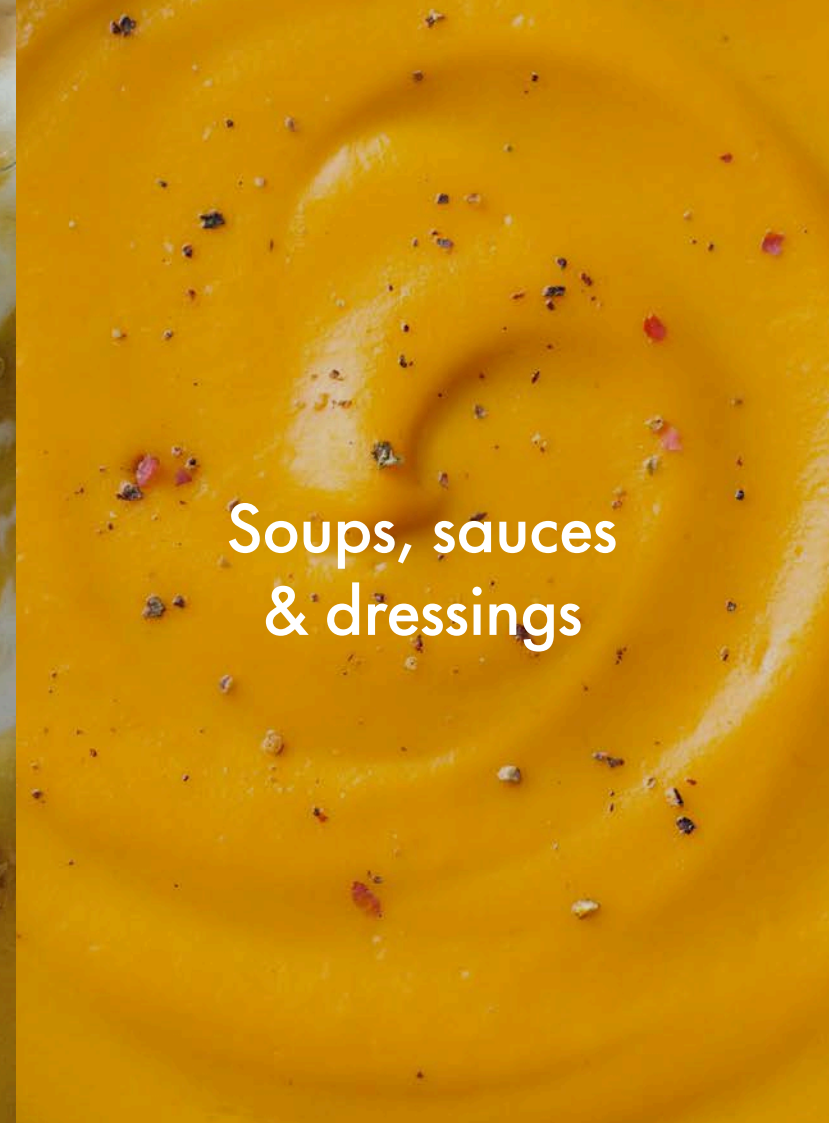
Extruded snacks
& savoury crackers



Baked goods



Yoghurt fruit
preparations



Soups, sauces
& dressings

Discover our concepts

From creamy sauces to crunchy snacks, here are some examples of what you can achieve using Green Banana Powder in your food experience innovations.



Soups, sauces & dressings

Consumers want hearty soups, flavourful sauces and creamy dressing — but many are also looking for natural products without modified starches and gums⁴.

Green Banana Powder:

- ✔ Thickens your formulation and imparts a velvety mouthfeel.
- ✔ Allows you to create a product that is packed with fruit content.

4. FMCG Gurus Clean Label Trends in 2023.



Tomato Tang

A flavourful natural, clean-label tomato sauce with natural BBQ seasonings.

The hero ingredients

- Sense Texture's Green Banana Powder.
- Taste Collection of BBQ Seasonings.

Concept features

- The addition of Green Banana Powder replaced a modified waxy maize starch, meaning that no thickeners (gums/modified starches) were used.
- Green Banana Powder can impart earthy and cooked tomato notes in savoury applications which go well with this concept.



Yoghurt fruit preparations

A delicious fruit preparation is the perfect accompaniment for a bowl of fresh yoghurt. What is more natural than texturising a fruit preparation with a fruit powder?

Green Banana Powder:

- ✔ Delivers viscosity and fruit suspension to create your additive-free fruit preparations, replacing starch and pectin.



MangoPure

A delicious clean label, natural, mango-flavoured fruit preparation for yoghurt.

The hero ingredients

- Sense Texture's Green Banana Powder.
- Taste Collection Mango Flavour.
- Mango cubes.

Concept features

- Thanks to the addition of Green Banana Powder, no thickeners or stabilizers (for example, pectin or modified starches) were required.
- The concept also works perfectly for a broad range of flavours and other fruits, like strawberries.





Extruded snacks

Today, consumers want it all. 7 in 10 are opting for natural, healthier choices⁵ — but they also don't want to sacrifice the crispy crunchiness of their favorite Saturday night snack.

Green Banana Powder:

- ✔ Replaces modified starch in your chewy, extruded snacks.
- ✔ Improves mouthfeel in your extruded snack formulations, contributing to low water pickup, lift of dough and nice chewiness.

5. FMCG Gurus Clean Label Trends in 2023.



Balanced Bites

A healthy but indulgently chewy choice, perfect for guilt-free snacking.

The hero ingredients

- Sense Texture's Green Banana Powder.

Concept features

- Delivers on health and indulgence with a Nutriscore A rating and a formulation based on natural ingredients.
- Offers multiple nutrition claims, making it a guilt-free choice for consumers seeking balance between taste and wellness.
- Its neutral profile makes it suitable for a wide range of applications.



Savoury crackers

The perfect crunch makes all the difference in a savoury cracker. Consumers are looking for snacks that deliver satisfying texture and flavour, but natural ingredients and clean-label claims are now a must-have for modern snack formulations.

Green Banana Powder:

- ✔ Enhances crunchiness without adding dryness due to its low water pick up. This leads to an enhanced lift of dough and nice surfaces on crackers creating a light yet satisfying bite.
- ✔ Provides a clean-label alternative to synthetic ingredients, allowing multiple nutrition claims for guilt-free snacking.



Cracker crunch

A clean-label, gluten-free savoury cracker, ideal for afternoon snacking.

The hero ingredients

- Sense Texture's Green Banana Powder.
- Taste Collection Rosemary Flavour.

Concept features

- Combines natural ingredients with a versatile and neutral profile and multiple nutrition claims.
- Thanks to the addition of Green Banana Powder, this cracker achieves enhanced crunchiness without adding extra dryness.



Baked goods

What's better than fresh, soft breads, cakes and biscuits? Globally, fruit-based products with traditional claims are increasing, creating opportunities for brands to emphasise clean label claims⁶.

Green Banana Powder:

- ✔ Increases softness of bread, cakes and biscuits and can act as a gluten-free starch alternative.
- ✔ Allows you to create a product that is packed with fruit content.

6. Innova Market Insights, September 2024



Bananalicious cookies

Indulgent, gluten-free banana cookies made with Green Banana Powder, delivering enhanced chewiness and a perfectly consistent texture.

The hero ingredients

- Sense Texture's Green Banana Powder.
- Taste Collection Banana Bread and Banana Powder.
- Taste Essentials® Banana powder 300.

Concept features

- Offers indulgence with a wholesome twist, featuring up to 60% whole fruit content in every biscuit.
- Delivers a genuine fruity taste that satisfies cravings while embracing clean-label appeal.



BananOat meal

Delicious and convenient BananOat meal made with Green Banana Powder, offering a satisfying chew and a smooth, consistent texture.

The hero ingredients

- Sense Texture's Green Banana Powder.
- Sense Texture's SweOat® H VBD for naturally occurring sugars.

Concept features⁷

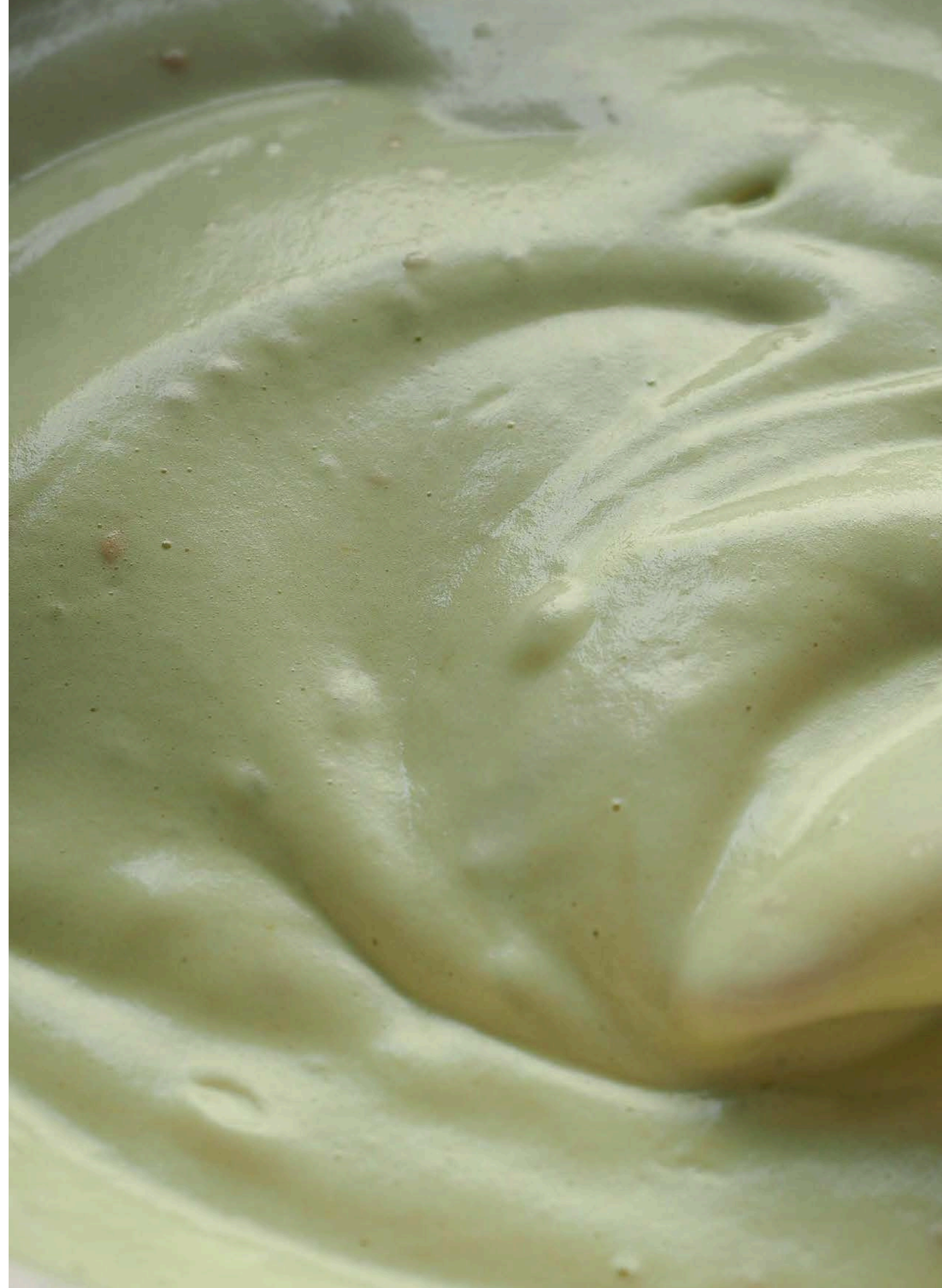
- Offers a Nutriscore B rating and up to 60% whole fruit content made possible by Green Banana Powder.
- Provides multiple nutritional benefits, including fibre claims.
- In Mexico: 6.4 G fiber per RTE portion.
- In Europe: "Rich in fibre".

7. This concept is applicable in EU, LATAM, APAC and SAMEAN countries. Green Banana Powder is considered FFP (for further processing) in North America, meaning there must be a "kill step" in the processing of application, which is not a standard for the concept mentioned on this page.



About Givaudan Sense Texture

Nature offers highly effective, consumer-friendly texturising and emulsification solutions that deliver perfect mouthfeel. Our experts have harnessed these to create a portfolio of clean label plant-based ingredients from oats and quillaia to banana that will take the quality of your food and beverage products to the next level.





Hungry for more?

Book a call with your Key Account Manager to find out more about how you could use Green Banana Powder in your next innovations.



Human by nature