

# Avicel® Cellulose gel

Delivers premium texture and mouthfeel while providing unmatched stability and suspension for a range of applications



For added fiber and reduced calories

# Avicel<sup>®</sup> Cellulose gel

Use cellulose gel in a variety of food and beverage applications - including plant-based recipes - to add fiber and reduce calorie content, while maintaining a satisfying, creamy experience. It is available in non-colloidal or colloidal forms. In addition, cellulose gel can be combined with other hydrocolloids for added texture and stabilization performance.

Cellulose gel, or microcrystalline cellulose (MCC), is a food ingredient consisting of small particles of purified cellulose, the most abundant organic compound on earth.

## Aligned with trends - how we help



### Plant based applications

Cellulose gel can be used in plant-based recipes to increase stability and add a satisfying, creamy texture.



### Better nutrition

Cellulose gel can be used in a variety of food and beverage applications to add fiber and reduce calorie content while maintaining a indulgent mouthfeel.



## Global supplier of high-quality hydrocolloids

DuPont Nutrition & Biosciences has over 60 years of experience as a global supplier of high-quality hydrocolloids, each tailored to our customer's individual performance requirements.



### Solution capabilities

- Industry leading Food & Beverage application scientists ready to create customer specific solutions drawing from a uniquely broad ingredient and technology portfolio
- Tailor made functionality to optimize reactivity with each application



### Reliable global network

- World-class Quality Management System to secure highest levels of quality and food safety
- With offices, research centers and manufacturing facilities worldwide, DuPont has the network to provide you with the necessary support



### Committed innovation partner

- Fundamental research and application development are in our core DNA
- Our scientists are equipped with state-of-the-art facilities and expertise necessary to analyse products and data, develop prototypes and make appropriate recommendations



### Customer proximity

- DuPont has application experts and labs in all major markets
- Global reach of direct sales force

# Applications and range

## Bakery



- Adds a source of fiber to products
- Acts as a bulk filler
- Can be used as an opacifier
- Enhances firmness, texture and mouthfeel
- Improves flavor delivery
- Provides heat stability
- Controls syneresis

## Beverages



- Adds a source of fiber to products
- Adds texture and mouthfeel
- Improves flavor delivery
- Provides heat stability
- Provides long term suspension
- Controls separation

## Confectionery



- Enhances firmness, texture and mouthfeel
- Improves flavor delivery
- Extends shelf life
- Adds fiber
- Acts as a non caloric filler

## Culinary



- Allows for foam, emulsion and heat stability
- Replaces fats and oils
- Is cost-effective
- Allows for formulation versatility
- Controls separation
- Offers creamy textures

## Dairy



- Adds texture and mouthfeel
- Allows for foam, emulsion and heat stability
- Shortens textures and suspends particles
- Has low sensitivity to variations in milk protein quality

## Frozen desserts



- Improves heat-shock protection and body
- Provides significant protection against shrinkage
- Offers a creamy mouthfeel and smooth texture
- Replaces fats and oils
- Allows for foam and ice crystal stability

Product range	Benefits	Application
<b>Avicel® Cellulose gel</b>	<p>Adds a source of fiber to products.</p> <p>Acts as an anti-caking agent and a bulk filler.</p> <p>Can be used as an opacifier.</p> <p>Enhances firmness, texture, and mouthfeel.</p> <p>Improves flavor delivery</p>	<ul style="list-style-type: none"> <li>• Bakery</li> <li>• Beverages</li> <li>• Ice cream</li> <li>• Confectionery</li> </ul>
<b>Avicel® Cellulose gel &amp; Cellulose gum</b>	<p><i>Cellulose gel processed with cellulose gum in one unique product for better result.</i></p> <p>Allows for foam, emulsion, and heat stability.</p> <p>Shortens textures and suspends particles.</p> <p>Replaces fats and oils.</p> <p>Helps control ice crystal growth.</p> <p>Has low sensitivity to variations in milk protein quality</p>	<ul style="list-style-type: none"> <li>• Bakery</li> <li>• Beverages</li> <li>• Culinary</li> <li>• Dairy</li> <li>• Frozen desserts</li> </ul>
<b>Avicel-plus® Cellulose gel blends</b>	<p><i>An enhanced version of Avicel® with added functions.</i></p> <p>Cost-effective.</p> <p>Allows for formulation versatility.</p> <p>Adds texture and mouthfeel.</p> <p>Allows for foam, emulsion, and heat stability.</p> <p>Shortens textures and suspends particles.</p> <p>Replaces fats and oils.</p> <p>Helps control ice crystal growth</p>	<ul style="list-style-type: none"> <li>• Bakery</li> <li>• Beverages</li> <li>• Culinary</li> <li>• Dairy</li> <li>• Frozen desserts</li> </ul>
<b>Novagel® Cellulose gel &amp; Guar gum</b>	<p>Replaces fats and oils.</p> <p>Enhances texture and mouthfeel</p>	<ul style="list-style-type: none"> <li>• Dressings</li> <li>• Bars</li> <li>• Bakery</li> </ul>
<b>Novagel® Cellulose gel &amp; Cellulose gum</b> (available only in AP)	<p><i>Cellulose gel processed with cellulose gum in one unique product for better results.</i></p> <p>Offers a creamy mouthfeel and smooth texture.</p> <p>Allows for foam, emulsion, and heat stability.</p> <p>Shortens textures and suspends particles.</p> <p>Replaces fats and oils.</p> <p>Helps control ice crystal growth</p>	<ul style="list-style-type: none"> <li>• Beverages</li> </ul>
<b>Gelstar® Cellulose gel blends</b>	<p>Provides improved heat-shock protection and body in frozen desserts.</p> <p>Significant protection against shrinkage in frozen desserts.</p> <p>Offers a creamy mouthfeel and smooth texture.</p> <p>Replaces fats and oils.</p> <p>Allows for foam and ice crystal stability.</p> <p>Offers processing improvements</p>	<ul style="list-style-type: none"> <li>• Frozen desserts</li> <li>• Ice cream</li> </ul>

# About DuPont™ Danisco®

DuPont™ Danisco® is the brand for a range of ingredients that help provide enhanced bioprotection, an improved nutritional profile, and better taste and texture with greater cost efficiency and lower environmental impact, meeting the needs of manufacturers of food and beverages, dietary supplements and pet food. Through the work of the global network of food scientists and technologists in DuPont, the Danisco® range is supported by a uniquely broad spectrum of know-how across applications and processing.  
[www.danisco.com](http://www.danisco.com).

## ASK US FOR

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