



NATIVE PEA STARCH · BATTERS & BREADINGS

CRUNCH YOU CAN PROVE. A LABEL YOU CAN SIMPLIFY.

Moving away from modified starch in coated, frozen, fried products? A third-party study put PURIS native pea starch head-to-head with a modified-corn-starch control in onion rings.



25% & 100%

Inclusion levels performing comparably to the control



Crunchier

Harder first bite at 100% pea inclusion



≥ Control

Breading pickup and net loss after frying



No off-flavors

At the supported inclusion levels tested

WHAT THE STUDY FOUND

- Batter pickup at 25% and 100% pea inclusion was comparable to the control; breading pickup and net loss after frying were comparable or better.
- Sensory panel found a harder first bite and greater crunch at 100% inclusion, and no significant difference from the control at 25%.
- Post-fry golden color was not significantly different, and no pea-related off-flavors were identified.

REASONS TO BELIEVE

- Native starch with a simple ingredient declaration — no modification step to explain.
- Neutral flavor, with no negative sensory effects at the inclusion levels tested.
- Domestic pea sourcing and U.S.-based manufacturing — a second qualified, onshore source.
- Commercial experience in adjacent coating and frozen-food segments, with application support to scope and run your trial.
- Conventional and organic options plus further certifications, confirmed per SKU and spec.



25% PEA STARCH



CONTROL · 100% CORN



100% PEA STARCH



FINISHED PRODUCT, SIDE BY SIDE

Battered, breaded, par-fried, IQF, packaged, finish-fried. At 25% and 100% pea starch inclusion the rings were not significantly different from the control in appearance or golden color.

WHERE IT FITS — AN HONEST READ

VS. COMMODITY CORN STARCH

Corn keeps the edge on price, familiarity and qualification. Evaluate pea where a native-starch declaration or the crunch profile matters — not as a cost swap.

VS. MODIFIED CORN STARCH

Modified starch keeps the edge under harsh conditions — high heat, shear, acid, extended hold. Pea fits where the process sits within native tolerance and the label matters.

VS. TAPIOCA

Tapioca keeps the edge on whiteness, clarity and established supply. Evaluate pea for domestic sourcing and as a second source amid 2026 cassava cost pressure.



RUN IT IN YOUR SYSTEM

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Tell us the coating, the process window, and the label you need — our application team scopes the trial with you.