

Planteneers launches ingredient blend focused on methylcellulose-free texturising system

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According to Innova Market Insights, the #3 barrier to consumption of plant-based foods is that they are "too processed or include artificial ingredients." And while methylcellulose has a positive impact on consumer liking when the ingredient is included in a plant-based product, consumers' purchase intent also decreases when it is on the label (Source: NECTAR Taste of the Industry 2025). Methylcellulose is a methyl ester of cellulose, a natural fibre found in plants and vegetables. However, it is derived from a complex chemical refinement process, yielding a synthetic food additive.

Given consumer desire for methylcellulose-free alternatives, Planteneers, a global leader in plant-based food ingredient solutions, introduces a new methylcellulose-free texturising blend. Heading the Planteneers Research and Development team, Dr Dorotea Pein, Director of Technology & Innovation, says, "Consumers are becoming more critical of ingredients like methylcellulose in plant-based alternatives, as it's often seen as a synthetic additive rather than a food ingredient you'd find in a home kitchen. With the rise of new, innovative plant-based proteins that can replicate the desired texture and bite without the need for such additives, there's a growing expectation for cleaner formulations. People want to feel good about what they're eating—not just nutritionally, but also emotionally and ethically—and that starts with recognising and trusting every ingredient on the label."

The new methylcellulose-free blend utilises a functional yeast protein in combination with carefully selected ingredients in a specifically optimised process that is feasible for use on common machinery. This allows plant-based food brands to create products with an attractive bite and great taste, in both hot and cold formats, without methylcellulose.