

# MacroForm™

## Alginates



## Alginates for Pet Food Applications



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# MacroForm Alginates in Pet Food

Macroform Alginates is an effective structuring ingredient for different wet pet food types and semi-moist treats.

Alginates are both cold soluble and heat stable in both retorted and non-retorted petfood systems. Our experts will work with you to design the ideal system and texture for your needs.



## Available Pet Food Blends

<b>Loaf</b>	Superior structure, minimal fat separation, excellent flavor release, firm gel structure
<b>Gravy</b>	Great shine and mouthfeel
<b>Chunks in gravy</b>	No excess water, superior clarity and gel structure
<b>Meat chunk binder</b>	Consistent density, low shrinkage, firm meat structure
<b>Semi-moist treats</b>	Excellent control of syneresis, good structure, heat stable

Suitable for cans, pots, trays, pouches, and rollstock packaging.

# Technical Advantages

MacroForm Alginates provide reliable, consistent performance across a wide range of pet-food applications. The technical advantages below highlight how our ingredient supports process efficiency, product stability, and optimal texture.



## Process Flexibility

- Cold and hot processing flexibility
- Retort stable
- Can be used in all packaging types; cans, trays, pouches, custom
- Adaptable to customer process design and different meat and ingredient types



## Performance Benefits

- Freeze-thaw stable
- Controlled set time
- Reduced breakdown vs. other hydrocolloids
- Consistent texture across processing conditions



## Formulation Advantages

- Range of textures available for meat, gravies and gels
- Low pH stable for fresh pet food systems
- No flavor impact
- Clean taste and flavor release

# Why Alginate vs Alternatives

Alginates offer efficient texture, binding, and moisture control at lower use levels than many alternative systems.

## Compared to Carrageenan Systems

- Works in select cold-process systems
- More neutral flavor profile
- Avoids concerns linked to semi-refined carrageenan

## Compared to Agar

- More cost-effective
- Greater flexibility in texture design

## Compared to Guar/Xanthan Systems

- Stronger gel formation
- Better structure in meat systems
- More controlled moisture retention

## Compared to Modified Starches

- Lower use levels
- Better texture control
- Non-grain seaweed source
- Better digestive tolerance

## Additional Value

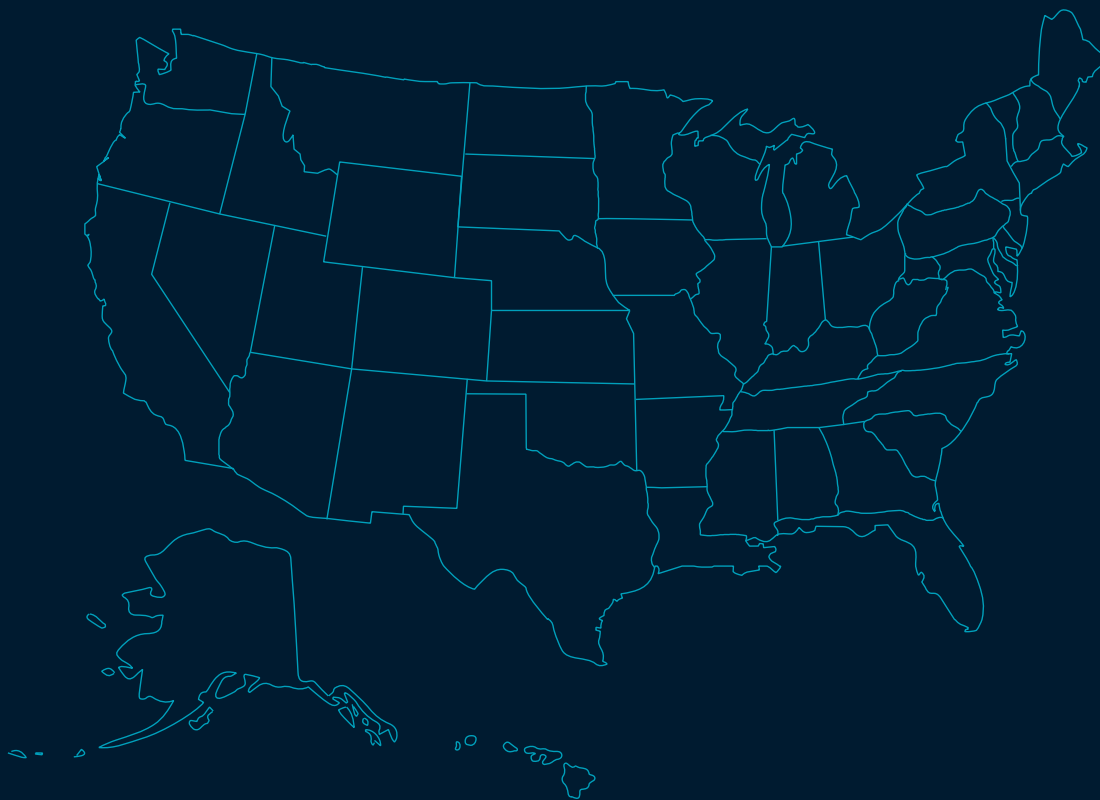
- Can reduce reliance on filler systems (e.g. fiber-based)
- Texture adjustments without major label changes

# MacroForm US Value Proposition

## U.S.-based verification of all customer-bound batches

### Future US-based manufacturing

While MacroForm pricing is competitive today, costs will be significantly reduced upon completion of our U.S. facility in 2028.



## Technical & Application Support

R&D and pilot-scale capabilities

Hands-on formulation support

Guidance for integration into existing systems



Better texture starts here

**MacroForm™**

Alginates



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