

AnyAddy[®]

Water Soluble Cellulose Ether For Food Application

www.lotte-cellulose.com



AnyAddy®

Starting from food business back in 1967, LOTTE Group has extended its reach into such key industries as retail, petrochemicals and construction. LOTTE Group has been positioning itself as one of Asia's leading conglomerates, and moving towards becoming a global business group by providing differentiated products and services. Being a subsidiary of LOTTE Group, LOTTE Fine Chemical is strategically positioned to address the diverse needs of the customers with the specialty ingredient, AnyAddy®, which is the brand name of HPMC (Hydroxypropylmethylcellulose) and MC (Methylcellulose).

AnyAddy® is a non-ionic water soluble cellulose ether, HPMC and MC. AnyAddy® comes from natural wood pulp, and satisfies all the requirements of the current USP, EP, and JP. AnyAddy® is also made in compliance with FDA, EU and FAO/WHO guideline, and holds FSSC22000 (GFSI), ISO9001, and ISO14001 certificates, going as far as to meet the dietary requirements of KOSHER and HALAL.

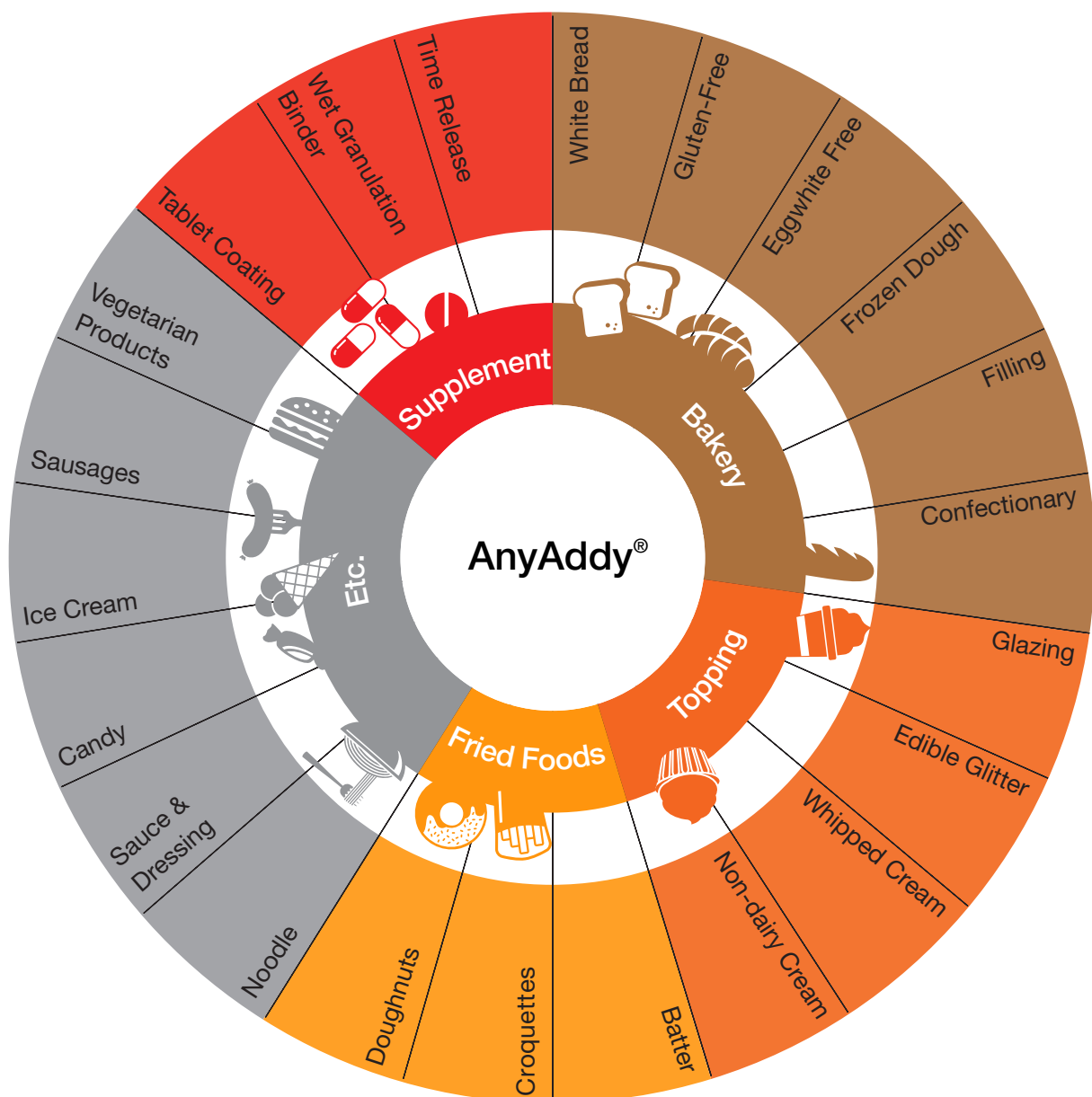
AnyAddy® Functional benefits
in Food and Dietary Supplements:

- Film Coat
- Thickener
- Suspension Aid
- Taste Masking
- Stabilizer
- Emulsifier
- Mouthfeel Enhancement
- Moisture Retention



Application

AnyAddy® is a multi-functional hydrocolloid that enhances the physical property of various arrays of food products.





General Properties

Non-ionic water soluble cellulose ether
derived from natural wood pulp





- Non-GMO
- Reversible Thermal gelation
- Water-Holding Capacity
- pH stable & Heat resistant
- Better Replacer against Gluten, Egg white
- Film Formation
- Foam Stabilizer, Emulsifier, Dispersing agent



Product Types & Grades

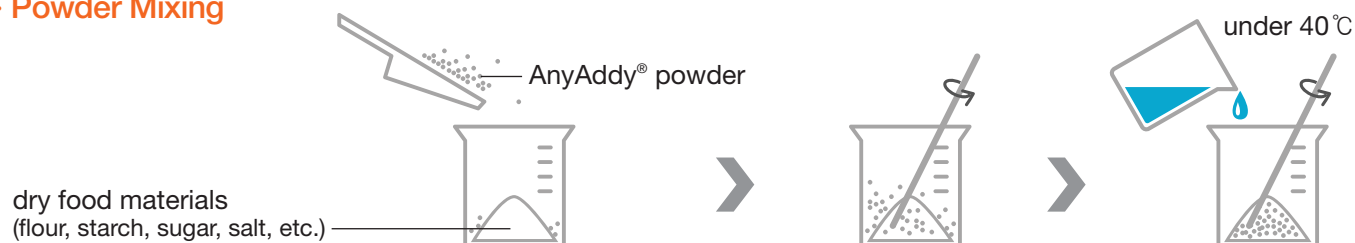
(2% solution)

Viscosity(cPs)	HPMC			MC
	AN type	BN type	CN type	
3	AN3			
4		BN4		
6	AN6			
15	AN15			MC15
50	AN50	BN50		
100			CN10M	
450		BN45M		MC40M
1500				MC15H
4000		BN40H	CN40H	MC40H
15000			CN15U	
100000			CN10T	
Gel Point	60°C	65°C	90°C	50~60 °C

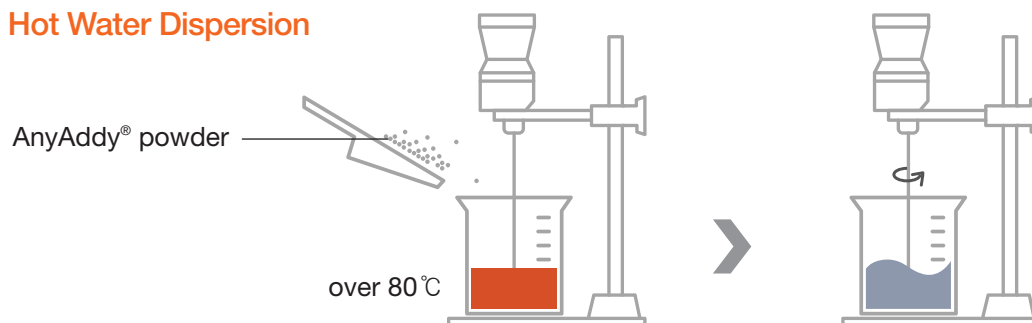
* Package : HPMC AN type - 25kgs paper bag / HPMC BN & CN type, MC - 20kgs paper bag

How to use AnyAddy®

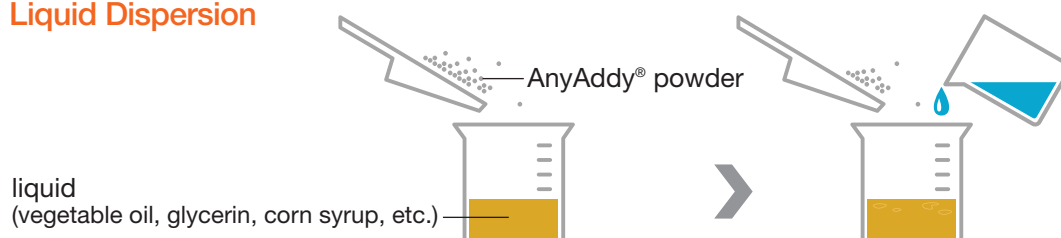
• Powder Mixing



• Hot Water Dispersion



• Liquid Dispersion



Recommended AnyAddy®

Applications		Functionality	Recommended AnyAddy®			
			AN	BN	CN	MC
Bakery	White Bread	improves volume and extends shelf life		●	●	
	Gluten-Free	replaces gluten		●	●	
	Eggwhite Free	replaces egg white	●			●
	Frozen Dough	delivers freeze-thaw stability	●		●	
	Filling	acts as a stabilizer and delivers heat resistance		●		●
	Confectionary	improves volume and texture		●	●	
Topping	Glazing	improves viscosity	●			
	Edible Glitter	makes transparent film	●			
	Whipped Cream	improves overrun and texture		●		
	Non-dairy Cream	improves overrun and texture		●		
Fried foods	Batter	reduces oil uptakes			●	
	Croquettes	improves texture and maintains product shape			●	●
	Doughnuts	reduces oil uptakes			●	
Etc.	Noodle	improves texture and prevents elution of starch			●	
	Sauce & Dressing	improves viscosity		●	●	●
	Candy	makes transparent film and prevent mouth adhesion	●		●	
	Ice Cream	controls ice crystal and stabilizes air cell			●	●
	Sausages	maintains product shape and improves texture			●	●
	Vegetarian Products	maintains product shape and improves texture				●
Supplement	Tablet Coating	makes transparent film	●			
	Wet Granulation Binder	enhances the hardness of tablet	●	●		
	Time Release	controls ADI release pattern			●	



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