

# THE FIBRE FORTIFICATION CHALLENGE

Over half of consumers worldwide are trying to increase their fibre intake.<sup>1</sup> This gives manufacturers a prime opportunity to create fibre-fortified products that fulfil consumers' nutrition demands.

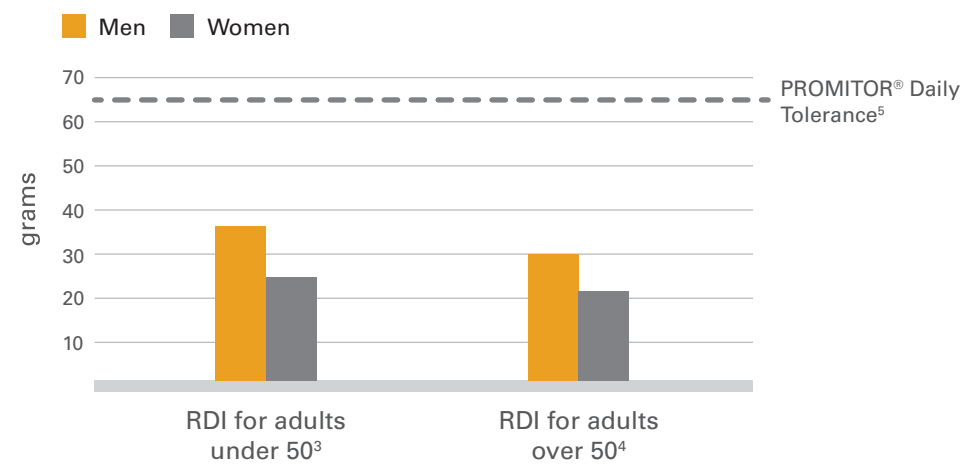
But not all fibres are functionally equivalent. Let's look at PROMITOR® Soluble Fibre and inulin on a few key elements manufacturers consider when selecting a fibre for their formulation.

## DIGESTIVE TOLERANCE

ADVANTAGE:  
PROMITOR® SOLUBLE FIBRE



**OVER 2x** PROMITOR® Soluble Fibre is well tolerated up to 65 g/day – more than two times the daily amount of inulin.<sup>2</sup> This excellent tolerance level enables manufacturers to respond to consumers' desire for improved nutrition without sacrificing enjoyment. In fact, 65 g/day far exceeds the Recommended Daily Intake (RDI) for fibre.



## SOLUBILITY

ADVANTAGE:  
PROMITOR® SOLUBLE FIBRE



PROMITOR® Soluble Fibre provides **transparent fibre fortification**. PROMITOR® is **completely soluble in water**, has a **neutral taste** and **doesn't impact texture**. This **ease of dissolution** impacts processing efficiency, enabling manufacturers to significantly boost fibre content without increased mix or processing time. In addition, the ability to fully dissolve in water means that PROMITOR® can be used to improve mouthfeel, affect water activity/freezing point and improve shelf life.

## STABILITY

ADVANTAGE:  
PROMITOR® SOLUBLE FIBRE



PROMITOR® Soluble Fibre has exceptional stability, so there is no need to compensate for fibre loss caused by high heat and shear during processing or storage. And, unlike inulin, PROMITOR® is stable in low-pH systems, such as juices.

- HIGH HEAT AND SHEAR DURING PROCESSING
- STORAGE (SHELF LIFE)
- ACID IN LOW-PH SYSTEMS, SUCH AS JUICES

And with no need for overcompensation, PROMITOR® offers an attractive cost in use.

## CONSUMER LABELLING

ADVANTAGE:  
PROMITOR® SOLUBLE FIBRE



Labelling as '**soluble gluco fibre**' in Europe, and '**soluble corn fiber**' in most other parts of the world, the ingredient has strong consumer appeal.

US consumers showed a clear preference for 'soluble corn fiber' over 'inulin' on the label.<sup>6</sup>

**32%** In Europe, **32%** of consumers reported that they would like 'soluble gluco fibre' included in products, whereas only **11%** said the same for 'inulin'.<sup>7</sup>

## WHAT'S YOUR CHOICE?

PROMITOR® Soluble Fibre provides:

- OVER TWO TIMES THE DIGESTIVE TOLERANCE
- FIBRE ENRICHMENT WITHOUT SACRIFICING TASTE, COLOUR OR TEXTURE
- SUPERIOR SOLUBILITY
- EXCEPTIONAL STABILITY
- CONSUMER-FRIENDLY LABELLING
- EASE OF FORMULATION IN A VAST RANGE OF APPLICATIONS

Learn more about all the benefits of PROMITOR® Soluble Fibre and Tate & Lyle's other fibres at [tateandlylefibres.com](http://tateandlylefibres.com).



TATE & LYLE

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<sup>1</sup> GfK Roper Reports, 2010; 36,183 global participants: Here is a list of food types. For each, please indicate whether you try to actively include it in your diet, you try to minimise or avoid it, or you are not concerned about it? E. Foods that are high in fibre.

<sup>2</sup> Up to 65 grams of PROMITOR® Soluble Fibre per day is well tolerated; this is more than twice the daily amount of inulin that is typically well tolerated among generally healthy adults: Housez B et al., 'Evaluation of digestive tolerance of a soluble corn fibre', *J Hum Nutr Diet* 2012, 25:488. Grabitske HA, Slavin JL: 'Gastrointestinal effects of low-digestible carbohydrates', *Crit Rev Food Sci Nutr* 2009, 49:327.

<sup>3</sup> The Joint WHO/FAO Expert Consultation on diet, nutrition and the prevention of chronic diseases: process, product and policy implications, [http://www.who.int/nutrition/publications/public\\_health\\_nut9.pdf](http://www.who.int/nutrition/publications/public_health_nut9.pdf) (accessed 13 March 2015).

<sup>4</sup> IOM; <https://www.iom.edu/Reports/2002/Dietary-Reference-Intakes-for-Energy-Carbohydrate-Fiber-Fat-Fatty-Acids-Cholesterol-Protein-and-Amino-Acids.aspx>

<sup>5</sup> B. Housez, M. Cazaubiel, C. Vergara, J.M. Bard, A. Adam, A. Einerhand, P. Samuel, 'Evaluation of digestive tolerance of a soluble corn fibre', *J Hum Nutr Diet* 2012, 25:488-496.

<sup>6</sup> Tate & Lyle quantitative research, January 2011.

<sup>7</sup> Ibid.