

INCREASE FIBER. RETAIN APPEAL. REDUCE COST-IN-USE.

# A fiber to enrich product appeal



Support digestive wellness — without impacting taste, texture or color using NOVELOSE® 3490 dietary fiber

The call for fiber and digestive health is getting louder. Forty-four percent of U.S. consumers are increasing fiber consumption.<sup>1</sup> And 70% of consumers feel digestive health is “important.”<sup>2</sup> As you formulate to support digestive wellness with more fiber, you must overcome the unappealing effects fiber can often have on taste, texture and appearance — and for some consumers, digestive comfort — to keep consumers coming back for more. Now, NOVELOSE 3490 dietary fiber from Ingredion can help you deliver just-right taste, texture, and even fewer calories in fiber-rich baked goods, tortillas, cereal and bars. And, it’s Low FODMAP Certified to help you bring fiber to consumers who follow a low FODMAP diet.

# Take the lead in fiber fortification to support digestive wellness

Adding fiber to many commonly consumed foods can be a challenge. You must balance the positive health benefits and label claims with the potentially negative impact of fiber on taste, texture and appearance. Not anymore.

New NOVELOSE® 3490 resistant starch (type RS4) is an insoluble fiber that has little to no impact on taste, color or texture. By replacing a portion of the flour in bread, baked snacks, cookies, tortillas, cereal and bars, the tapioca-based fiber reduces calories and enables processing ease. It also reduces cost-in-use compared to many other fibers.

## Meet the growing low FODMAP trend

**Give consumers the fiber — and taste they want without digestive discomfort**

Many foods found in American diets are high in certain short-chain carbohydrates called FODMAPs, which can trigger occasional digestive discomfort. FODMAP is an acronym that stands for Fermentable Oligosaccharides, Disaccharides, Monosaccharides and Polyols. Fiber-fortified products are commonly high in FODMAPs. According to Monash University, a low FODMAP diet can be an effective way to help manage digestive wellness.<sup>3</sup> With an increase of over 42% in new product launches featuring low FODMAP claims in the past year,<sup>4</sup> the opportunity is clear. Choose Certified Low FODMAP NOVELOSE 3490 dietary fiber to boost fiber while minimizing digestive discomfort.

## Strengthen label appeal

Win in label-to-label comparisons taking place in grocery aisles. Your products may be able to feature claims like:

- “Good source of fiber”
- “Excellent source of fiber”
- “Low FODMAP”\*
- “Gluten-free”



## REMOVING OBSTACLES. UNCOVERING SOLUTIONS.

Answer the HEALTH & NUTRITION trend with confidence when you leverage the research and expertise of Ingestion Idea Labs® innovation centers. We're making fiber more cost-effective and easier to work with so you can bring fiber to more people.



**Ingestion**®

**Ingestion Incorporated**  
5 Westbrook Corporate Center  
Westchester, IL 60154

## GET STARTED TODAY

**Talk with us about your next fiber-rich product.**

[ingredion.us/LOWFODMAP](https://www.ingredion.us/LOWFODMAP) | 1-800-713-0208

Sources:

<sup>1</sup> Consumer survey, Innova Market Insights, 2018

<sup>2</sup> Extremely important (33%) + very important (37%) + important (21%) = 91%. Shoppers' Journey Towards Living & Eating Healthier, USA trend study, Health Focus International, 2019

<sup>3</sup> Monash University, <https://www.monashfodmap.com>

<sup>4</sup> Innova, 2019, Signals Analytics, 2019

\*Only products that have formally applied to Monash University's Low FODMAP certification program may claim to be Monash Low FODMAP certified. The application process to Monash University includes undergoing lab analysis to confirm FODMAP compliance. The ingredient NOVELOSE 3490 dietary fiber is Low FODMAP Certified by Monash University.

The information described above is offered solely for your consideration, investigation and independent verification. It is up to you to decide whether and how to use this information. Ingestion Incorporated and the Ingestion group of companies make no warranty about the accuracy or completeness of the information contained above or the suitability of any of their products for your specific intended use. Furthermore, all express or implied warranties of noninfringement, merchantability or fitness for a particular purpose are hereby disclaimed. Ingestion Incorporated and the Ingestion group of companies assume no responsibility for any liability or damages arising out of or relating to the foregoing. The INGREDION, INGREDION IDEA LABS and NOVELOSE marks and logos are trademarks of the Ingestion group of companies. All rights reserved. All contents copyright © 2020. 05/01/2020\_US