

INCREASE FIBRE. REDUCE CALORIES. **MAINTAIN APPEAL.**

# Capture the **growing fibre trend**



## **NOVELOSE® resistant starch lets you create high-fibre foods** without compromising taste or texture

If there's one health benefit today's consumers understand and want, it's fibre. Yet with almost half Australian adults deliberately limiting their consumption of grain foods, four out of five are not getting enough fibre to reduce the risk of chronic disease.<sup>1</sup> With **NOVELOSE® resistant starch** you can create the foods consumers love, without impacting taste, texture or appearance. The fibre-rich and reduced-calorie products consumers want, with just-right taste and textures in your bakery products, cereals, snacks, pastas and more.

HEALTH & NUTRITION™ 

Ingredient  
**idea labs®**   
IDEAS TO SOLUTIONS

# Take the lead in fibre fortification

Adding fibre to many commonly consumed foods can be challenging, with some fibres affecting taste, texture and appearance or increasing costs. Balancing the positive health benefits and label claims won't attract consumers if taste, texture and appearance suffer. Not anymore. NOVELOSE® resistant starch is an insoluble fibre that has little or no impact on taste, colour or texture. NOVELOSE® can improve the texture of crackers, cereals, pastas and snacks, while reducing calories and offering processing ease and reduced cost-in-use.

## Meet the growing fibre trend

A growing number of consumers are looking at the foods they eat to promote wellbeing and stave off chronic disease. With its benefits for digestive health, satiety and energy management, dietary fibre is hot on their label-reading radar. Globally, people are looking for foods that are high in fibre and low in carbohydrates, with reduced calories<sup>2</sup>. APAC is leading the way in fibre demand, projected to make up almost 20% of the global dietary fibre market share by 2020<sup>3</sup>.

## Boost fibre and strengthen claims

You can boost the fibre content of your foods and win the label-to-label comparisons taking place in supermarket aisles every day. Boost fibre and appeal to the growing number of consumers looking for gluten-free products. The taste and texture will keep them coming back for more. Health-conscious consumers will appreciate potential calorie and carbohydrate reduction, too.

## Cost-effective NOVELOSE® resistant starch performs in a wide range of applications

	NOVELOSE® range
Excellent performance in key applications	Bread, pizza, tortilla Cakes, muffins and baked goods Extruded cereals and snacks Pasta and noodles
Raw material source	Tapioca
Label declaration	Modified tapioca starch or Resistant Starch
Typical total dietary fibre (as is)	73%
Non-GMO available	Yes



## NOVELOSE<sup>TM</sup>

### Removing obstacles. Uncovering solutions.

You can answer the HEALTH & NUTRITION trend with confidence when you leverage the research and expertise of Ingedion. We're making fibre more cost-effective and easier to work with so you can boost fibre levels or introduce fibre in new offerings. Collaborate with us at **Ingedion Idea Labs® innovation centres** to create a fibre advantage. Whether your challenge is in baked goods, snacks, pastas, breakfast biscuits, cereals — and much more.

## Innovate with HEALTH & NUTRITION

To learn more about the benefits of **NOVELOSE® resistant starch**, contact your Ingedion representative or visit us online.

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1. GLNC (2017). Australian Grains & Legumes Consumption and Attitudinal Report, 2017.  
2. Nielsen Global Health & Wellness Survey, 2015.  
3. Mordor Intelligence, Global Dietary Fiber Market Growth - Trends and Forecasts (2016- 2021), August 2016.

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