

# Nutrition Centre

By TATE & LYLE



## The fibre gap

People around the world are not consuming the daily recommended amount of fibre

## With only 20% of people worldwide consuming fibre on a daily basis.<sup>1</sup>

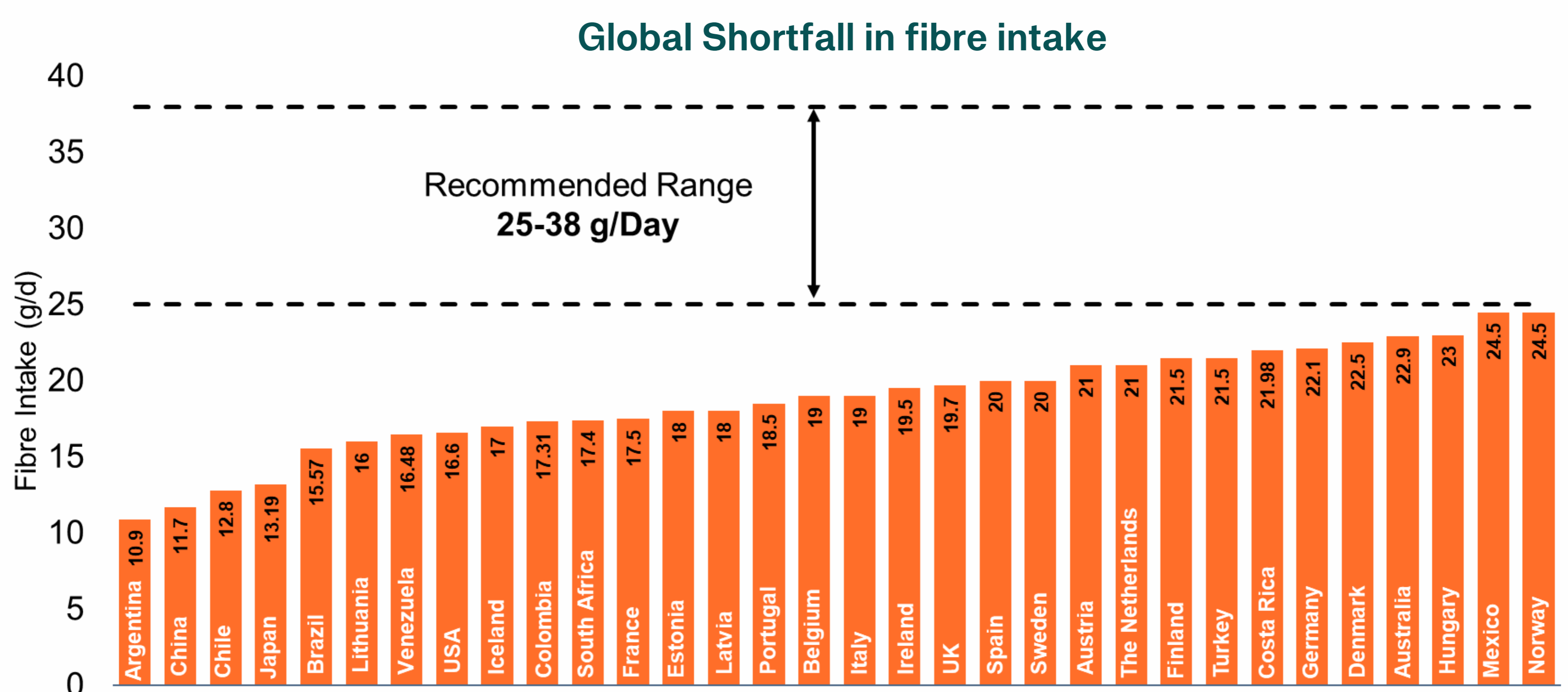
Fibre is an essential part of a healthy balanced diet. Yet across the globe, there's a significant difference between the recommended daily amount of fibre in the human diet and what the general population is actually consuming.<sup>2</sup>

This difference is known as the fibre gap.

In 2019, a series of systematic reviews and meta-analyses<sup>3</sup> suggested that adults should aim for a daily dietary fibre intake of 25–29 g. Daily fibre intake greater than 30g per day can lead to additional health benefits, including a reduction in the risk of cardiovascular disease, type 2 diabetes, colorectal and breast cancer, and stroke mortality.<sup>3</sup>

The global population is currently nowhere near that figure when it comes to their fibre intake (Figure 1).<sup>4-14</sup> Despite repeated consumer guidance, education and advice about the overall health value of fibre, the fibre gap has persisted for decades with very little improvement.

**Figure 1. Average adult fibre intakes by country and fibre gap compared to recommendations<sup>4-14</sup>**

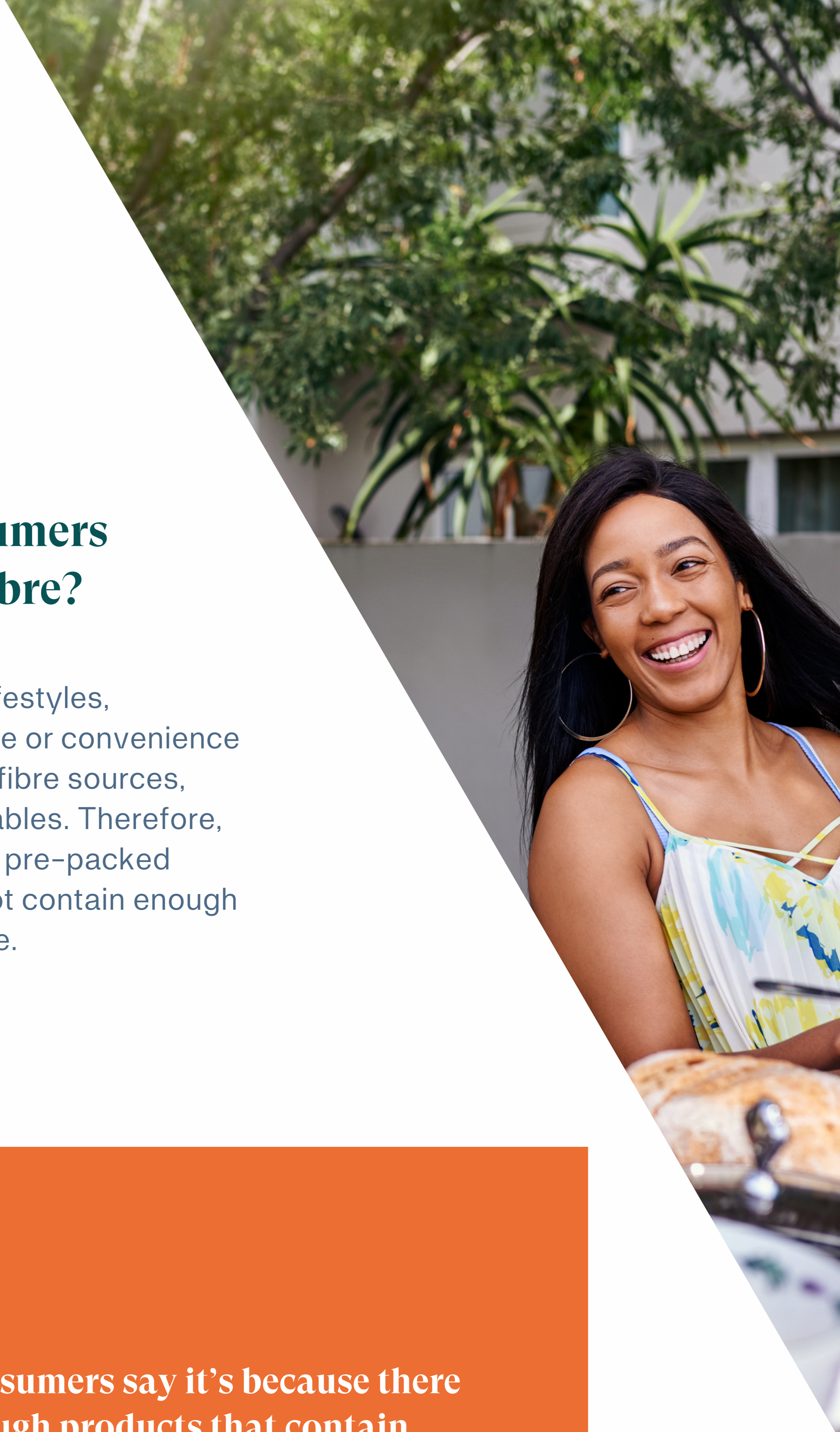


## Why aren't consumers getting enough fibre?

With increasingly busy lifestyles, consumers have less time or convenience to consume “traditional” fibre sources, such as fruits and vegetables. Therefore, there is more reliance on pre-packed foods, which either do not contain enough fibre or are too expensive.



- 22% of consumers say it's because there aren't enough products that contain enough fibre on the market.<sup>1</sup>
- 34% of consumers feel they get enough and 28% feel products that contain fibre are too expensive.<sup>1</sup>



## What are consumers looking for?

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Whilst the fibre gap is indisputable, consumers do understand the importance of fibre and the health benefits it brings. That awareness goes even further, with consumers actively turning to specific food and beverage categories to help them fill the gap between what their fibre intake should be, and what it actually is, for example<sup>1</sup>:

- cereals 68%
- baked goods 62%
- dairy 60%



## What is PROMITOR® Soluble Fibre?

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PROMITOR® Soluble Fibre is a corn based soluble fibre that can be added to products in order to boost their fibre content, with no compromise when it comes to taste, texture and consumer satisfaction.

Soluble and highly usable, it can be used in a wide variety of foods, beverages and condiments, and already widely used in products across the Americas, Europe and Asia-Pacific.

PROMITOR® Soluble Fibre, available with 70%, 85% or 90% fibre content\*, is a simple solution to the fibre gap problem for consumers, without increasing the calorie intake of prepared products (when used to substitute sugar or other digestible carbohydrates).

\* Labelling and claims may vary by country. Customers are advised to consult their own regulatory experts to determine appropriate labelling and claims for their products.

\*\* Caloric labelling varies based on country-specific regulations



## **PROMITOR<sup>®</sup> Soluble Fibre -meeting the fibre needs of the population, without the compromise of taste and texture.**

The reasons behind the fibre gap might be multi-layered, but PROMITOR<sup>®</sup> Soluble Fibre provides a single versatile and simple solution. Here's why.

### **A premium product that goes the distance**

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PROMITOR<sup>®</sup> Soluble Fibre isn't the only soluble fibre on the market. However, PROMITOR<sup>®</sup> Soluble Fibre is well tolerated, even at high intake levels (40g/d bolus) and at 65g/d in multiple doses without adverse gastrointestinal effects.<sup>15-18</sup> The main reason for this is that PROMITOR<sup>®</sup> Soluble Fibre is predominantly fermented in the distal colon (last section of the colon), indicating improved tolerance due to its chemical<sup>19</sup> structure.

### **A tangible fibre increase that's low in calories**

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PROMITOR<sup>®</sup> Soluble Fibre is far beyond a simple bulking agent or sugar replacement. It ensures that products have a tangible increase of fibre that can be clearly evidenced on the nutritional panel, with 2 kcal/g\*\*.

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\*\* Caloric labelling varies based on country-specific regulations

\*\*\* Approvals for use vary between markets

Due to its solubility, PROMITOR<sup>®</sup> Soluble Fibre is an incredibly versatile way to increase the fibre content of products, without compromising their taste, texture or customer satisfaction and enjoyment.

PROMITOR<sup>®</sup> Soluble Fibre can be used in a variety of foods, beverages and condiments, including<sup>\*\*\*</sup>:

## Same taste, more fibre

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- Cereals and baked goods
- Candy
- Dairy products
- Frozen foods
- Soups
- Salad dressings
- Fruit drinks and carbonated beverages
- Meal replacement drinks

Developed with over 160 years of trusted experience in making food both healthier and tastier, the benefits of PROMITOR<sup>®</sup> Soluble Fibre go beyond its uncompromising versatility and useability.

Independent research has shown that it also provides a number of health benefits. These include supporting gastrointestinal health and maintaining healthy post-meal blood glucose and insulin levels (when used to substitute sugar or other digestible carbohydrates).<sup>24,25</sup> Several studies have also indicated that PROMITOR<sup>®</sup> Soluble Fibre is a prebiotic fibre\*, which has been shown to support calcium absorption<sup>22,23</sup> and bone calcium retention,<sup>26</sup> potentially contributing to bone health.

PROMITOR<sup>®</sup> Soluble Fibre could also support immune health<sup>\*\*\*\*</sup>.<sup>15,20-22</sup>

## Health benefits

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\*\*\* Approvals for use vary between markets

\*\*\*\* This is an emerging benefit area and additional research is needed.

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# Nutrition Centre

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