



# Nutrition Centre

By TATE & LYLE

## What is Promitor<sup>®</sup>?

A versatile ingredient to help you enhance the nutrition quality of your products.

An innovative blend of science and nature, PROMITOR<sup>®</sup> is a soluble fibre manufactured from corn.

Far more than a sugar replacement or bulking agent, it provides your products with an increase in fibre, without increasing their sugar or calorie content (when used to substitute sugar or other digestible carbohydrates). Highly soluble and versatile, PROMITOR<sup>®</sup> Soluble Fibre is currently used in a wide variety of different products, including:

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

## Give your brand a consumer-led edge with PROMITOR<sup>®</sup> Soluble Fibre

Consumers know fibre is essential to a healthy, balanced diet. Thanks to education and consumer guidance, they're also aware that a diet high in fibre can help reduce the risk of certain diseases, including diabetes, some cancers, and heart disease.<sup>1-3</sup> Despite this, the well-documented 'fibre gap' continues to be a global problem.

### What is the Fibre Gap?

The fibre gap is the difference between the recommended daily amount of fibre people should be eating (between 25 - 29g)<sup>5</sup> and the amount they're actually consuming.<sup>6</sup>

With increasingly busy lifestyles and considerations around weight management and calorie consumption, consumers are looking beyond traditional food sources as the sole way to increase their fibre intake.<sup>4</sup>



## Research indicates a variety of health benefits for consumers

Adding PROMITOR<sup>®</sup> Soluble Fibre to the products that your consumers enjoy, is a simple way to help address the fibre gap problem.

But beyond versatility and convenience, ongoing research around PROMITOR<sup>®</sup> Soluble Fibre suggests a number of potential health benefits\*.

### A healthy gut and immune system



As a dietary fibre, PROMITOR<sup>®</sup> Soluble Fibre can help maintain digestive health\*. Some studies suggest that PROMITOR<sup>®</sup> Soluble Fibre encourages the growth and activity of certain bacteria, producing short-chain fatty acids.<sup>7,8</sup> With these 'prebiotic' qualities\*,<sup>7-11</sup> PROMITOR<sup>®</sup> Soluble Fibre may help support a healthy gut and may potentially play a role in immune health\*.<sup>12-15</sup>

### Supports bone health\*



Scientific research has shown that PROMITOR<sup>®</sup> Soluble Fibre supports increased calcium absorption and bone calcium retention and, as such, may support bone health.<sup>8,11,16,17</sup>



\*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.

\*\* Compared to other commonly used fibres.

\*\*\*Caloric labelling varies based on global regulations.

## Excellent digestive tolerance\*



PROMITOR<sup>®</sup> Soluble Fibre is one of the most tolerated soluble fibres<sup>\*\*</sup>. PROMITOR<sup>®</sup> is well tolerated even at high intake levels (40 g/day bolus)<sup>7,18-21</sup> without adverse gastrointestinal effects. Across multiple doses, healthy adults can consume up to 65g of PROMITOR<sup>®</sup> Soluble Fibre per day. Soluble corn fibre is also well tolerated in healthy children, with moderate intakes not resulting in gastrointestinal discomfort.<sup>22</sup>

## Healthy blood glucose levels and weight management\*



Studies indicate that consuming products containing PROMITOR<sup>®</sup> Soluble Fibre instead of sugars induce a lower post-meal blood glucose rise compared to sugar-containing products. This makes PROMITOR<sup>®</sup> Soluble Fibre valuable for use in products for healthy individuals and those with diabetes.<sup>23-25</sup>

In addition, as fibre provides only 2kcal/g, PROMITOR<sup>®</sup> Soluble Fibre is ideally placed to help you formulate products that meet consumer needs for controlled energy and sugar content (the exact energy value of PROMITOR<sup>®</sup> varies with specification, and declarable energy value may vary with national labelling legislation) <sup>\*\*\*</sup>.

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*\*\* Compared to other commonly used fibres.*

*\*\*\*Caloric labelling varies based on global regulations.*



## The benefits of PROMITOR<sup>®</sup> Soluble Fibre for your business.

As well as providing potential nutrition and health benefits for your consumers, PROMITOR<sup>®</sup> Soluble Fibre is a simple and versatile way to meet the needs of consumers whilst ensuring that your brand continues to innovate in an ever-competitive marketplace. For example, PROMITOR<sup>®</sup> Soluble Fibre:

- Has excellent process and shelf stability, meaning its sugar and fibre content stays consistent for its entire shelf-life. This is the case even in low pH conditions.
- Will not affect the taste or texture of your products, meaning that consumer enjoyment is unaffected.
- Has a higher digestive tolerance than certain other fibres, making it a premium product that truly goes the distance.
- Provides 2 kcal per gram of fibre<sup>\*\*\*</sup>.
- At suitable inclusion levels, can provide a tangible increase of fibre content that can be clearly evidenced on the nutritional panel of your products.

*\*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 global regulations.*

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