

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

## Capture the **growing fibre trend**



### **NOVELOSE™** dietary fibres let you create high-fibre foods without compromising taste & texture

If there's one health benefit today's consumers understand and want, it's fibre. The dramatic increase in the occurrence of diabetes and obesity, and greater awareness of how to avoid such health issues, have driven the demand for high-fibre foods in Asia Pacific. As you work to raise the fibre content of your products, you have to overcome the unappealing effects fibre can often have on taste, texture and appearance. Now, **NOVELOSE™ dietary fibres** are here to help you provide the fibre-rich and reduced-calorie products consumers want while delivering just the right taste and texture in your baked goods, pasta, noodles, extruded cereal, snacks and more.

# Take the lead in fibre fortification

Adding fibre to many commonly consumed foods continues to be a challenge. You must balance the positive health benefits and label claims with the potentially negative impact of fibre on taste, texture and appearance. Not anymore. New NOVELOSE™ dietary fibres are a family of novel insoluble fibres that have little or no impact on taste, colour or texture. They can improve the texture of breads, noodles, pasta, biscuits, cereals and snacks while reducing calories and offering processing ease and reduced cost-in-use.

## Meet the growing fibre trend

Complementing the trend toward disease prevention, consumer awareness about dietary fibre and the health benefits associated with its increased consumption are on the rise. According to a 2015 Nielsen Global Health & Wellness report, 36% of respondents rated foods high in fibre as very important, with Asia Pacific closely mirroring global averages for the desire for foods that are high in fibre, and are low in carbohydrates and reduced calories<sup>1</sup>. In fact, the region is projected to lead the growth of dietary fibre demand, making up more than 17% of the global dietary fibre market share by 2020<sup>2</sup>.

## Boost content and strengthen claims

You can raise fibre content and win in the label-to-label comparisons taking place in grocery aisles. Your products may be able to feature claims like “good source of fibre” or “excellent source of fibre” as well as “gluten-free”, stimulating trial and repeat purchases. With some NOVELOSE™ dietary fibres, you can also promote “grain-free” on your labels. And health-conscious consumers will appreciate potential calorie and carbohydrate reduction.

## Cost-effective NOVELOSE™ dietary fibres perform in a wide range of applications

	NOVELOSE™ 3490
<b>Excellent performance in key applications</b>	Breads Cakes, muffins and baked goods Extruded cereals and snacks Pastas and noodles
<b>Raw material source</b>	Tapioca
<b>Label declaration</b>	Food starch modified Modified food starch Modified tapioca starch
<b>Typical total dietary fibre (dry basis)</b>	≥90%
<b>Non-GMO available</b>	Always
<b>Alternative bases available</b>	Potato and wheat

## Innovate with HEALTH & NUTRITION

To learn more about the benefits of NOVELOSE™ dietary fibres, contact your Ingredion representative or visit us online.

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1. Nielsen Global Health & Wellness Survey, 2015

2. Mordor Intelligence, Global Dietary Fiber Market - Growth, Trends and Forecasts (2016 - 2021), August 2016.

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## NOVELOSE™

### Removing obstacles. Uncovering solutions.

You can answer the HEALTH & NUTRITION trend with confidence when you leverage the research and expertise of Ingredion. We're making fibre more cost-effective and easier to work with so you can boost fibre content or introduce fibre in new places. Collaborate with us at Ingredion Idea Labs™ innovation centres to create fibre advantage in consumer-winning baked goods, snacks, pastas, noodles, breakfast bars, breakfast cereals, instant soups – even mashed potatoes and much more.



**Ingredion™**