



Case Study

# PREBIOTIC BENEFITS & BEYOND



Blueberry Açai Muffin  
& Ancient Grain Streusel



# PREBIOTICS ARE GAINING MOMENTUM WITH CONSUMERS

As consumers grow to understand the importance of overall gut health, they are seeking products beyond traditional probiotics—such as prebiotics, for their ability to nourish intestinal flora. Prebiotic fiber ingredients have caught their attention as an additional way to support their digestive, metabolic and immune health.

**50%**  
of consumers  
consume or want  
to try products that  
support digestion &  
gut health<sup>1</sup>

**24%**  
of consumers are  
adding prebiotics to  
their diet<sup>2</sup>

## GRAB THEIR ATTENTION WITH PREBIOTIC FIBER



Better-for-you baked goods are the perfect choice for consumers looking for the ideal balance of benefits and eating enjoyment, to help them feel good from the inside out. This delicious muffin has it all—with health-forward ingredients including Fibersol® prebiotic fiber, probiotics and superfoods like açai and blueberries—all baked into a delightfully delicious grab-and-go snack.

<sup>1</sup> Mintel, Functional Ingredients in Food and Drink – US, February 2023

<sup>2</sup> Hartman Fiber Occasions, 2019

**FIBERSOL® OFFERS A VARIETY OF WELLNESS BENEFITS.  
FIND OUT MORE AT FIBERSOL.COM.**

## CHALLENGE

Creating better-for-you baked goods that balance the health-forward ingredients and functional benefits consumers want—with the great eating experiences they demand.

## SOLUTION

Fibersol® helps this delicious muffin deliver the perfect balance. Fibersol® can be used to improve taste and texture because it adds sweetness and body, making it an ideal drop-in solution for formulators seeking to add fiber in great-tasting bakery items. It's easy to add 'contains prebiotic fiber' to your label\*, when you add Fibersol® to your formulation.



## FOR REAL LABEL APPEAL

### Potential front of pack label claims (per serving):

- Good Source of Prebiotic Fiber\*
- May Help Nourish the Intestinal Flora\*\*†
- May Help Maintain a Healthy Intestinal Tract Environment\*\*†

### FEATURED ADM INGREDIENTS:

#### Muffin Mix

- Fibersol-2®
- Heat Treated BPL1™ Postbiotic
- HarvestEdge™ White WW Flour
- Brown Rice Syrup 60 DE
- Palm Shortening
- Açai Powder
- Wild Infused Blueberries
- Natural Blueberry Flavor

#### Streusel Topping

- Chia Seeds
- White Chia Powder
- Flaxseed
- Flax Brown Cold Milled
- Hemp Seed Hulled
- Quinoa Flakes

#### Icing Drizzle

- DE111® Probiotic

**Allergens:** Wheat, Milk, Egg

\*'Prebiotic fiber' claim is supported if the product contains at least 3.75g Fibersol® per serving. 15g per day over 3 weeks necessary for the prebiotic effect.

\*\*These statements are based on U.S. law. Customers are responsible for assuring that claims and labeling information on their finished products meet all applicable standards, laws and regulations where their products are sold.

†Mai V. (2022) Nutrients. 14(11), 2192

Contains 14g of total fat per serving. See nutrition information for fat content.

### Nutrition Facts

Serving size (80g)

Amount Per Serving  
**Calories 270**

% Daily Value\*

**Total Fat** 14g **18%**

Saturated Fat 7g **36%**

Trans Fat 0g

**Cholesterol** 30mg **10%**

**Sodium** 240mg **11%**

**Total Carbohydrate** 31g **11%**

Dietary Fiber 6g **23%**

Total Sugars 9g

Includes 5g Added Sugars **10%**

**Protein** 4g

Vitamin D 0mcg 0%

Calcium 80mg 6%

Iron 0.5mg 2%

Potassium 80mg 2%

Thiamin 2%

Riboflavin 8%

Niacin 2%

Vitamin B12 4%

Biotin 4%

Pantothenic Acid 2%

Phosphorus 2%

Iodine 2%

Selenium 4%

Molybdenum 2%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## READY TO SOLVE YOUR CHALLENGES? LET'S GET STARTED! CONTACT US TODAY.

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**Fibersol®**

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