



# FIBER & SUGAR REDUCTION



## THERE'S NEVER BEEN A BETTER TIME FOR FIBERSOL® ENABLED SUGAR REDUCTION

The drivers of sugar reduction are always changing. Consumers are demanding more positive nutrition in their sugar reduced products, especially since they see food as a path to proactive health benefits. Nutrition panels are starting to call out “added sugars,” giving consumers a new reason to compare product labels. Dieters are looking to reduce both sugar and carbs, while the prevalence of diabetes continues to rise.

The challenges created by formulations that answer these drivers are both complex and exciting, but the good news is that Fibersol® can be your partner to open up new paths for sugar reduction success.



**45%**

consume more foods  
with fiber and protein  
when trying to change  
their sugar/sweetener  
intake<sup>1</sup>

<sup>1</sup>Kantar Profiles/Mintel. August 2024



## FIBERSOL® IS YOUR ANSWER TO KEY SUGAR REDUCTION DRIVERS

### POSITIVE NUTRITION

Sugar reduction by itself is great, but a product that **delivers reduced calories** and nutritional quality can really **stand out in today's market**. Progressive wellness consumers are trading up for foods that contain ingredients that are both satiating and energizing; **fiber is high on that list**.

### “ADDED SUGARS” AWARENESS

With the new nutrition labels, consumers are seeing “added sugars” called out and are getting a more detailed view of sugar content. Products such as yogurt, fruit-based snacks, and even savory sauces may leave consumers surprised about how much added sugars they contain.

Fibersol® with a touch of high-intensity sweetener brings down sugar content, while building back structural integrity, improving mouthfeel and masking the off notes that high-intensity sweeteners often bring. In fact, your formulations don't need to be fiber-forward for Fibersol® to be a great sugar reduction tool. Fibersol® blends beautifully with most sweetener systems, especially in beverages where reducing sugar often decreases mouthfeel and adds off notes.



Two in five  
U.S. consumers are  
highly interested in  
fiber ingredients,  
with fiber ranking as the  
#2 functional ingredient  
for interest and  
acceptance.<sup>2</sup>

<sup>2</sup> Innova Market Insights. Fiber and Prebiotic Trends in the U.S. 2025.





# THE LOW CARB/LOW SUGAR CHALLENGE

Whether someone is following the keto diet or another regimen, the combination of low carbs and low sugar is appealing for weight-conscious consumers. Many types of fiber, like oats and legumes, come with a high carb count, making them unfriendly to keto dieters. Not only is Fibersol® a low net carb\* solution, it has been shown to have superior tolerance levels, even at higher use rates.



**low sugar:**  
15g of Fibersol® per day  
adds approximately  
0.3g sugar\*\*

\*Total carbs less dietary fiber  
\*\*15g Fibersol®-2 = 0.3g sugar, less than the FDA's 0.5g sugar content threshold for nutrition totals. Per the FDA: if a serving contains less than 0.5 grams of sugar, the content may be expressed as zero.

formulation support for **low sugar, low net carb\* products**

in food products, builds back the structural integrity in **reduced sugar baked goods**

in beverages, **adds mouthfeel** and **sweetness** quality

well tolerated up to **68g a day**

**consumer-friendly** labeling

**Non-GMO** Project Verified versions available

# CLAIMS YOU CAN TRUST



## Blood Glucose & Insulin

At 4-6g with a meal, Fibersol®:

- Helps reduce blood sugar levels/minimize blood sugar spikes after a meal that are within the normal range in healthy individuals
- Helps reduce blood insulin response/the rise in blood insulin after a meal that are within the normal range in healthy individuals



## Blood Triglycerides

At 5-6g with a meal, Fibersol®:

- Helps attenuate the rise in blood triglycerides after a meal that are within the normal range in healthy individuals
- Helps retain healthy blood triglyceride levels



## Satiety

At 10g with a meal, Fibersol®:

- May delay hunger
- May stimulate appetite-regulating hormones
- May increase GLP-1 as a part of a normal physiological response in healthy individuals



## Digestive Health

At 4-8g per day (for 2 weeks), Fibersol®:

- Helps support/maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency

GI Discomfort: Minimal, mild, transient\*

Note: The reviewers of the studies were not comfortable that any claims could be made that no gastric discomfort results from consuming Fibersol®. Many of the studies did report that users experienced some GI symptoms and these symptoms occurred at a variety of dose ranges. Although the symptoms may be mild and/or transient, they were reported to occur in many cases.



## Prebiotic Benefits

At 3.25g per serving, Fibersol®:

- Enables "Prebiotic Fiber" claim on products (2.8g fiber from Fibersol®, corresponding to 10% DV for fiber)

At 3.75g per serving (4x per day), Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment (for a total of 15g per day over 3 weeks)
- Is a clinically studied, well-tolerated prebiotic

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

Fibersol® is supported by the joint venture between Archer Daniels Midland Company, Matsutani Chemical Industry Co., Ltd., and Matsutani America, Inc., a global selling and marketing partnership combining strong technical and scientific expertise with a vast global production and transportation network, for a high-quality food ingredient backed by attentive, reliable service and supply.

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