



fiber & satiety

HOW SATIETY BENEFITS CONSUMERS

There are lots of reasons for consumers to value products that help them feel fuller, longer. Prompted by everything from weight management efforts to support holistic well-being, consumers are looking for positive nutrition and satisfying eating experiences when they make their food and beverage choices.

36%

consume more fiber
for its satiety and
potential weight
management
benefits¹

¹OutsideVoiceSM Fiber Consumer Study, 2019

60%

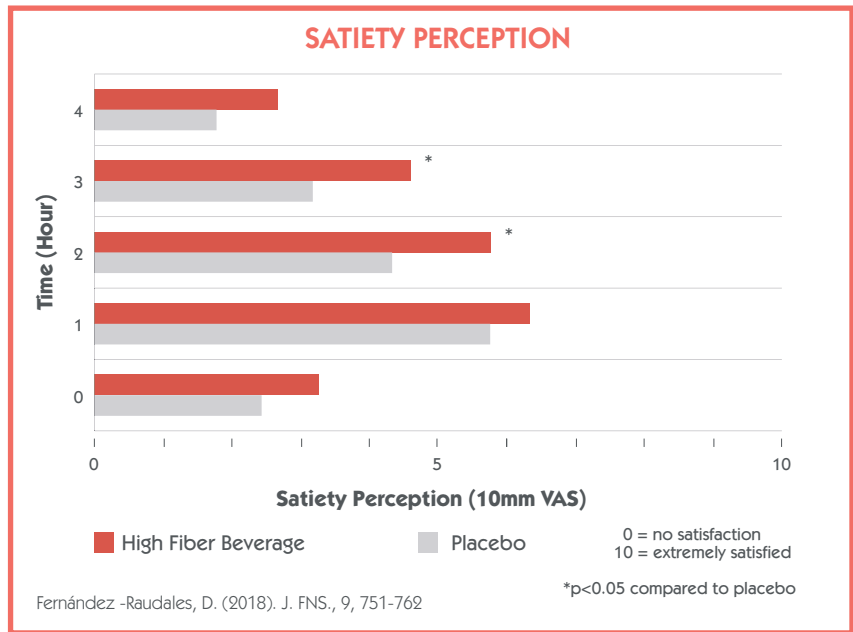
seek weight
management
benefits from
foods¹

Products with satiety benefits may give consumers an added boost to their weight management efforts—helping them snack less because they feel fuller, longer. When they do snack, consumers enjoy the benefit of delayed hunger from foods and beverages that include dietary fiber. In terms of their overall wellness, consumers not only feel satisfied in terms of their hunger but can take satisfaction in knowing these foods and beverages are helping them meet their daily recommended fiber intake.

FIBERSOL® MAY ANSWER KEY PURCHASE DRIVERS

MAY DELAY HUNGER

Feeling full for longer may go a long way towards decreasing the urge to snack in between meals. Fibersol® is the perfect ingredient to add value to weight management products, as it may delay hunger and stimulate appetite-regulating hormones, it has prebiotic qualities, and enables sugar reduction. Fibersol® also helps you deliver this winning consumer combo: lower calories and higher fiber in great-tasting products.



A clinical study²
shows that

10g
OF FIBERSOL®
with a meal



+



may delay hunger and stimulate
appetite-regulating hormones

CONVENIENCE AND TIME MANAGEMENT

Hectic, modern lives mean less time for sit-down meals, even as consumers recognize the benefit of nutrient-rich foods and beverages. Fibersol® fits perfectly into applications that serve as meal replacers, providing a nutritional boost and potential satiety benefits to bars, smoothies, dried fruit snacks and other on-the-go formats.

42%
of fiber need states
involve satiety/
feeling full³



²Ye, Z. (2015). Nutritional Research, 35, 393-400

³2019 Food & Health Survey, foodinsight.org

FIBERSOL® MAY ANSWER KEY PURCHASE DRIVERS

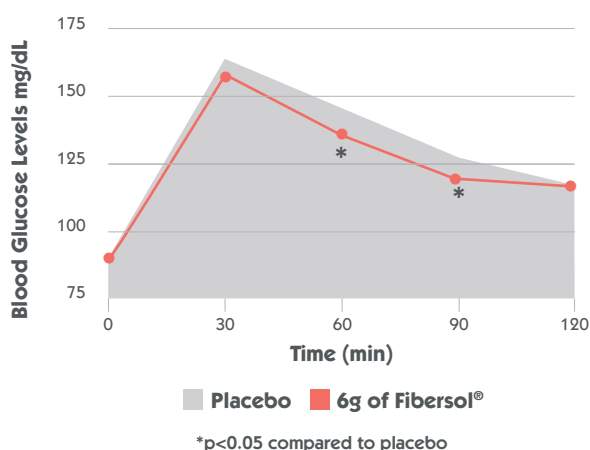
HOLISTIC WELL-BEING

The concept of holistic well-being resonates with consumers who recognize that decisions such as food choices impact both their physical and mental states. They often make a connection between consuming certain foods and experiencing suboptimal feelings afterward.

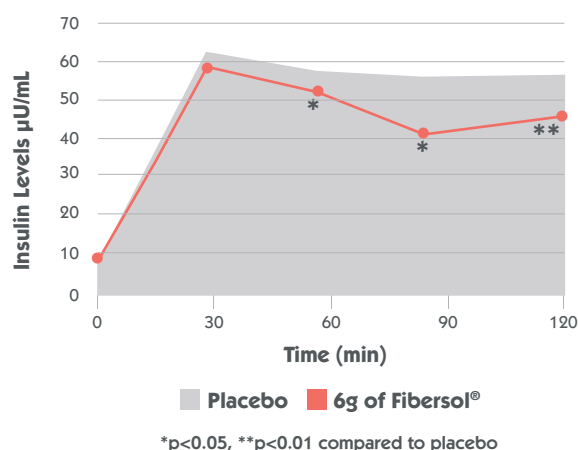
Fibersol® is a great choice for products geared towards consumers who are focused on holistic well-being. 4-6g of Fibersol® with a meal has been shown to reduce:

- blood sugar spikes after a meal that are within the normal range in healthy adults
- the rise in blood insulin levels after a meal that are within the normal range in healthy adults

POST MEAL BLOOD GLUCOSE RESPONSE



POST-MEAL BLOOD INSULIN RESPONSE



Yuasa, M. et al. (2004). Jpn Innov Food Ingrid Res 7:83-93

Fibersol® is
backed by over
30 years
of extensive clinical
research and
scientific data.



CLAIMS YOU CAN TRUST



Satiety

10g of Fibersol® with a meal may:

- Delay hunger and stimulate appetite-regulating hormones



Prebiotic

At 3.75g of Fibersol® per serving,* a clinical study has shown that Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment

*For a total of 15g per day over 3 weeks



Post-Meal Blood Glucose and Insulin

At 4-6g of Fibersol® with each meal, clinical studies have shown that Fibersol®:

- Helps reduce blood sugar levels after a meal*
- Helps minimize blood sugar spikes after a meal*
- Helps reduce blood insulin response after a meal*
- Helps reduce the rise in blood insulin level after a meal*

*that are within the normal range in healthy individuals



Post-Meal Triglycerides

At 5-6g of Fibersol® with each meal, clinical studies have shown that Fibersol®:

- Helps attenuate the rise in blood triglycerides following the meal*
- Helps retain healthy triglyceride levels

*that are within the normal range in healthy individuals



Gut Health

At 4-8g of Fibersol® daily for two weeks, clinical studies have shown that Fibersol®:

- Helps support or maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency (selected studies)

well tolerated **up to 68g a day** – 4x tolerance of inulin!

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

consumer-friendly labeling

Non-GMO Project Verified versions available

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.

*Total carbs less dietary fiber

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