



Fibersol®

premier line of soluble
prebiotic dietary fiber ingredients

SAVVY CONSUMERS CALL FOR FIBER-FORWARD NUTRITION

Consumers have never had more information—or been more savvy—regarding the role food plays in their overall wellness. The result? Consumers are seeking better-for-you nutrition to contribute to a health-forward lifestyle that focuses on proactive health and overall wellbeing. Foods with dietary fiber can play an important part in delivering the health-forward innovation that is guided by today's contemporary wellness lifestyle trends.



63%

of consumers say
they are trying to
add dietary fiber
to their diet¹

Over
80%

of U.S. consumers
see fiber as the 2nd
most healthy
component
of food²

Fibersol® is your answer to these key consumer drivers:

digestive
health

satiety

sugar
reduction

proactive
health

¹Health & Wellness, Hartman, 2017

²2018 Food & Health Survey, foodinsight.org

healthy
digestion

DIGESTIVE HEALTH FROM THE INSIDE OUT

Although plenty of consumers still say that healthy digestion is dietary fiber's most important benefit, a new generation of progressive wellness consumers also care about holistic gut health.³ As a well-tolerated prebiotic fiber, Fibersol® addresses both needs while ensuring that consumers come back for more.



On fiber occasions,
**40% of
consumers**
are looking to support
their digestive
regularity³

³Hartman Fiber Occasions, 2019

PREBIOTIC FIBER THAT FURTHER SUPPORTS GUT HEALTH

Not all fiber is created equal—and dietary fiber that meets the definition of a prebiotic answers consumers' desires for a holistic approach to digestive health. Although consumers associate prebiotics with fiber, not all fiber is prebiotic: a selectively fermented ingredient that results in specific changes in the composition and/or activity of the gastrointestinal microbiota, thus conferring benefit(s) upon host health.⁴



A clinical study⁵
shows that at
3.75g per serving,*
Fibersol®
may help nourish the
intestinal flora and maintain
a healthy intestinal
tract environment.

⁴Gibson et al. (2010) Food Sci Technol Bull Funct Foods. 7:1-19

⁵Mai V. (2022) Nutrients. 14(11), 2192

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

satiety

SATIETY HAS NEVER MEANT MORE FOR CONSUMERS

Prompted by everything from weight management efforts to supporting holistic well-being, consumers are looking for positive nutrition and satisfying eating experiences when they make their food and beverage choices. Products with satiety benefits may give consumers an added boost to their weight management efforts, because they may feel fuller, longer. In terms of their overall wellness, consumers can take satisfaction in knowing these foods and beverages are helping them meet their recommended fiber intake.

36%
consume more
fiber for its
satiety and weight
management
benefits⁶



Clinical studies⁷
show that

10g
OF FIBERSOL®
with a meal



may **delay hunger** and **stimulate**
appetite regulating hormones

⁶OutsideVoiceSM Fiber Consumer Study, 2019

⁷Ye, Z. (2015) Nutritional Research, 35, 393-400

**sugar
reduction**

REDUCED SUGAR BECAUSE THE TIME IS NOW

Today's consumers are increasingly aware of their sugar intake and are focusing on sugar reduction.

"ADDED SUGARS" AWARENESS

The new nutrition labels are giving consumers a more detailed view of sugar content—and the ability to see “added sugars” called out in products with a surprising amount of sugar added. 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.

**Fiber is a
standout
ingredient in 34%
of low/reduced
sugar product
launches.⁸**

**+30%
of consumers
use the Nutrition
Facts Panel to
choose products
with less sugar.⁹**

THE LOW CARB/LOW SUGAR CHALLENGE

No matter which regimen they follow, health-conscious consumers find low carb/low sugar combinations appealing.

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

⁸Mintel GNPD, 2019, "Tap into the multiple benefits of functional fibers"

⁹2019 Food & Health Survey, foodinsight.org

proactive
health

CONSUMERS ARE GETTING PROACTIVE

The concept of proactive health resonates with consumers who believe that food choices can significantly contribute to their overall health and wellness. This trend is strong with aging consumers, but also with consumers across the board, including those who have been advised to modify their lifestyles in order to avoid future health risks. This is creating new opportunities for tailored nutrition products.

REDUCED POST-MEAL BLOOD GLUCOSE AND INSULIN LEVELS

Diabetics are well aware of the importance of maintaining stable blood sugar levels and have specialized foods and beverages to support them. But even mainstream consumers intuitively make a connection between consuming certain foods and experiencing suboptimal feelings afterward. Products formulated for sustained energy and positive nutrition are well positioned to succeed.

**More than
100 million
U.S. adults are now
living with diabetes
or prediabetes¹⁰**

**81%
of U.S. Millennials
agree that it is
important to consume
food and drinks that
contribute to their
current health¹¹**

TRIGLYCERIDES AND CARDIOVASCULAR HEALTH

While medical professionals caution that high triglyceride levels are associated with increased risk of cardiovascular disease,¹² many consumers are only modestly aware of the impact of triglyceride levels on their health. Some medical nutrition products today take post-meal triglyceride attenuation into account in their formulations. As the proactive health trend expands, this could move into more mainstream products.



Clinical studies show, when consumed with a meal:

- **4-6g of Fibersol® helps minimize post-meal blood sugar spikes that are within the normal range in healthy individuals**
- **5-6g of Fibersol® helps retain healthy triglyceride levels post-meal that are within the normal range in healthy individuals**

¹⁰National Diabetes Statistics Report, 2020, U.S. Dept. of Health and Human Services, Centers for Disease Control and Prevention

¹¹Mintel "Dive into the latest diet trends" 2019

¹²National Cholesterol Education Program Expert Panel. (2002) Circulation. 106(25):3143-421

CLAIMS YOU CAN TRUST



Gut Health

At 3-8g 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)



Prebiotic

At 3.75g of Fibersol® per serving,* a clinical study⁵ 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

⁵Mai V. (2022) Nutrients. 14(11), 2192



Satiety

10g of Fibersol® with a meal may:

- Delay hunger and stimulate appetite-regulating hormones



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



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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