

fiber

**&
satiety**



**Start-Your-Day-Right
Breakfast Shake**

Fibersol[®]
Case Study



Are Your Products Meeting Consumer Needs, Around the Clock?

Satiety isn't just about weight loss any more. Hectic modern lifestyles mean that consumers are looking for products that are convenient, nutritious and filling. Our dairy-free choco-nut soy protein breakfast shake meets the needs of wellness-minded consumers, and it appeals to those who see plant-based proteins as an added benefit. Fibersol® not only delivers 5 grams of dietary fiber, it rounds out the off notes often found in plant-based proteins.



93%
of Americans
say breakfast is
important, but
44% skip it
anyway**

36%
consume more
fiber for its satiety
and weight
management
benefits*

42%
of fiber need
states involve
satiety/feeling
full*

Sources: *ADM Fiber Occasions, 2019

**Foodinsight.org

A Great Drink to Start the Day

Consumers recognize that breakfast is a great time for fiber. Their morning fiber occasions are driven by convenience and routine, so it's important to offer them on-the-go portability, as well as nutritional function. The combination of protein and fiber in this option is a real winner. In a recent consumer survey, 62% said they seek to add more fiber to their diet, while 60% reported looking to add more protein.

A successful breakfast shake packed with protein and fiber also needs to nourish consumers' desires for the nutrition and satiety they want—and the great taste they demand.

CHALLENGE:

Adding soy protein to a powdered shake or RTD beverage can create a real challenge when it comes to taste and mouthfeel, since proteins often impart off flavors or have a distinct aftertaste. So, it's important to use ingredients that work in tandem to mask any bitterness and improve the overall taste and mouthfeel.

SOLUTION:

Fibersol® dietary fiber works double time in this high-protein breakfast shake, helping to mask the protein's taste and balance the overall flavor, while it may also support feelings of satiety. This plant-based breakfast drink appeals to a wide range of consumers, including millennials, who particularly appreciate the benefit of plant-based products.

RESULT:

A high-protein breakfast shake—that actually tastes great—and can make this claim: a good source of fiber (5g).



In addition to providing a nutritional advantage, promoting digestive health, and supporting feelings of satiety, find out more about how Fibersol® can help you successfully reduce sugar.

HOW THE LABEL ADDS UP:

Consumers looking for well-rounded nutrition want to see it all on the label, including more protein and dietary fiber. Based on a 2000-calorie diet, daily protein intake should be 50 grams and daily dietary fiber intake should be 25-30 grams a day. With 16g protein and 18% daily value dietary fiber, this great-tasting breakfast shake's label delivers more protein and fiber, and supports feelings of satiety.

Nutrition Facts	
1 servings per container	
Serving size	8fl.oz (238ml)
Amount Per Serving	
Calories	160
<small>% Daily Value*</small>	
Total Fat 4g	5%
Saturated Fat 0g	1%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carbohydrate 19g	7%
Dietary Fiber 5g	18%
Total Sugars 12g	
Incl. Added Sugars 12g	24%
Protein 16g	34%
Vitamin D 0mcg	0%
Calcium 90mg	6%
Iron 1.2mg	6%
Potassium 450mg	10%

*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.



KEY INGREDIENT: FIBERSOL®

INGREDIENTS: FILTERED WATER, ADM SOY PROTEIN ISOLATE, SUGAR, FIBERSOL® SOLUBLE CORN FIBER, ADM SUNFLOWER OIL, COCOA POWDER, WILD NATURAL FLAVOR, CELLULOSE GEL, CELLULOSE GUM, TRIPOTASSIUM PHOSPHATE, GELLAN GUM, TRICALCIUM PHOSPHATE, NATURAL FLAVOR, ADM SOY LECITHIN, CARRAGEENAN.

ALLERGENS: SOY

READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.

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