



# Up the ante, LOWER THE CALORIES

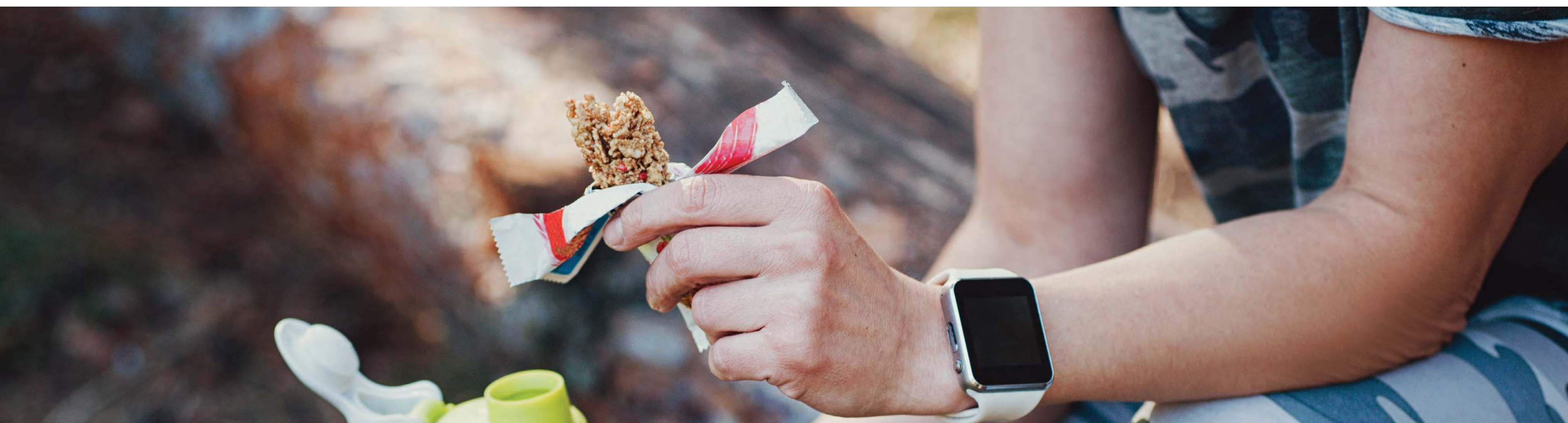
With Prebiotic Fiber on Your Label



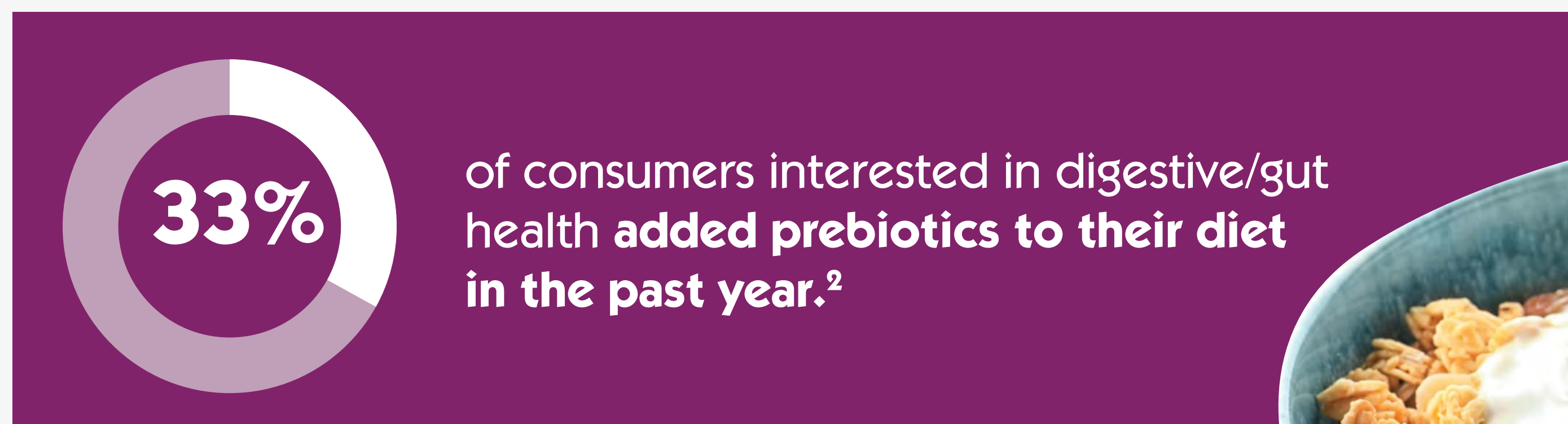
NOW, A CLINICAL STUDY<sup>1</sup> SHOWS THAT JUST 3.75G OF FIBERSOL® PER SERVING\* OFFERS PREBIOTIC BENEFITS



\*3.75g/serving for a total of 15g/day over 3 weeks; previously 6g/serving required for prebiotic benefits.



## CONSUMER DEMAND FOR PREBIOTIC FIBER



Yet, with many products lacking explicit functional claims, this is a key whitespace opportunity.<sup>3</sup>

## PUT PREBIOTIC ON YOUR LABEL

Now you can add a prebiotic claim to your label, with Fibersol®



A clinical study<sup>1</sup> has shown that 3.75g Fibersol® per serving\* may:

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

\*3.75g/serving for a total of 15g/day over 3 weeks

## WITH LOWER CALORIES & ADDED SUGARS



**ADD** prebiotic fiber,  
**REDUCE** sugar and calories—  
and keep **great taste**  
and **texture**

## HOW?

BECAUSE FIBERSOL® CAN REPLACE MANY OF SUGAR'S FUNCTIONAL PROPERTIES, INCLUDING MOUTHFEEL, TO HELP REDUCE ADDED SUGARS AND UNNECESSARY CALORIES.

Fibersol® is 98% sugar free

AMOUNT OF FIBERSOL®	SUGAR CONTENT	KCAL
3.75g	0.075g	0.3kcal
7.5g	0.15g	0.6kcal
11.25g	0.225g	0.9kcal
15g	0.3g	1.2kcal

Chart represents Fibersol®-2; contact our team for details about other Fibersol® products.

Even at 4 full servings (15g total) of Fibersol® per day, sugar intake comes in at just 0.3 grams and only 1.2kcal. What's that mean for your brand? Reap the benefits of adding 15g of Fibersol® daily, with NO incremental caloric rise on your label.<sup>†</sup>

<sup>†</sup>15g Fibersol® = 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.

Fibersol® helps you make it easier to incorporate prebiotic fiber into consumers' daily routines, without adding unnecessary calories or unwanted sugars.

## NOT ALL FIBER IS CREATED EQUAL!

Fibersol®, a full line of soluble prebiotic dietary fiber ingredients, is backed by over 30 years of extensive clinical research and is available through a joint venture between ADM and Matsutani.

Fibersol® is used in foods, beverages and dietary supplements and offers a variety of benefits:



Digestive Health



Proactive Health



Prebiotic Benefits



Satiety



Sugar Reduction

VISIT FIBERSOL.COM

Fibersol® is a registered trademark of Matsutani Chemical Industry Co., Ltd.

### SOURCES:

<sup>1</sup>Mai V, Burns AM, Solch RJ, Dennis-Wall JC, Ukhanova M, Langkamp-Henken B. Resistant Maltodextrin Consumption in a Double-Blind, Randomized, Crossover Clinical Trial Induces Specific Changes in Potentially Beneficial Gut Bacteria. *Nutrients*. 2022; 14(11):2192. <https://doi.org/10.3390/nu14112192>

<sup>2</sup>2022 Food and Health Survey, International Food Information Council

<sup>3</sup>Food and Drink Nutrition Claims, US - December 2020

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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