



# fiber & reduced sugar

## 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.



Fiber is becoming a  
**standout  
ingredient**

in **41%** of new  
low-sugar chocolate  
product launches<sup>1</sup>

where  
it contributes not  
only to a  
**lower-sugar product**  
but also one that offers  
**gut health  
benefits**

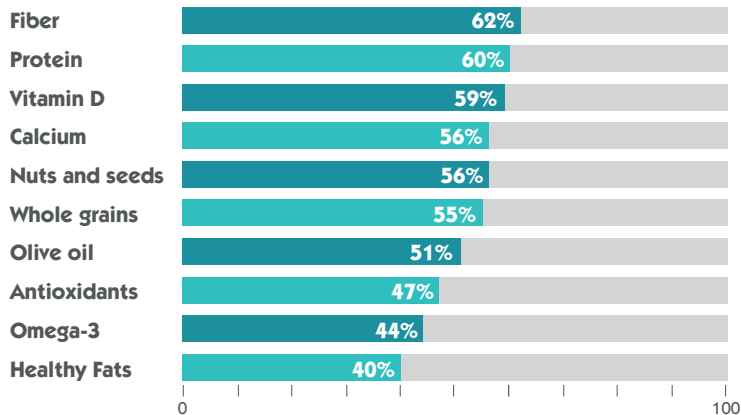
<sup>1</sup>Mintel GNPD, 2019 “Tap into the multiple benefits of functional fibers”

# 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**.

### TOP INGREDIENTS ADDING/INCREASING IN DIET (U.S. CONSUMERS)



Hartman Fiber Occasions, 2019

## “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.

## 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.

\*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.

### low sugar:

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



# CLAIMS YOU CAN TRUST



## 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



## 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)



## 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<sup>5</sup> 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<sup>5</sup>

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



## 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 a meal that are within the normal range in healthy individuals
- Helps retain healthy triglyceride levels

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

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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