



SUPERIOR DIGESTIVE TOLERANCE IN HIGH-FIBRE AND SUGAR- REDUCED PRODUCTS

Our range of fibres are a perfect solution for consumers who are actively looking for food and drink that support a healthy, balanced diet. In fact, 55% of consumers globally are trying to avoid sugars and 45% are looking to add more fibre to their diet¹.

Despite their desire to add more fibre, consumers worldwide are not getting enough fibre in their diets. Most individuals fall considerably short of the various country guidelines which range between 25 to 38 grams per day^{2,3}. Reportedly, this is largely due to a lack of products with fibre¹.

¹ Qualtrics, 2020: Global Consumer Ingredient Perception Research - US
² Institute of Medicine, Food and Nutrition Board. Dietary Reference Intakes: Energy, Carbohydrates, Fibre, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids. Washington, DC: National Academies Press; 2002/2005.
³ Gray J. ILSI Europe Dietary Fibre Concise Monograph Series. 2006. Housez B, Cazaubiel M, Vergara C, Bard JM, Adam A, Einerhand A, Samuel P. Evaluation of digestive tolerance of a soluble corn fibre. J Hum Nutr Diet. # 2012;25:488-96

KEY BENEFITS

Excellent **digestive tolerance**. PROMITOR® has more than two times the digestive tolerance of inulin⁴.

A variety of fibre content claims and health benefit claims*

- Low glycaemic response
- Helps support healthy digestion
- Helps boost calcium absorption (important for bone health)

Neutral colour and clean taste. Its solubility enables manufacturers to significantly boost fibre in a broad range of applications without compromising taste or texture

Helps **reduce calories**, maintaining texture and mouthfeel in reduced-sugar/fat products

Exceptional process and shelf stability, even in low pH conditions so there is no need to overdose for loss of fibre. This results in an attractive cost in use.

* Dependant on country

⁴ H.A. Grabitske, J.L. Slavin, "Gastrointestinal Effects of Low-Digestible Carbohydrates", Crit Rev Food Sci Nutr 2009, 49:327-360. cl G. Carabin, W.G. Flamm, "Evaluation of Safety of Inulin and Oligofructose as Dietary Fibre", zRegul Toxicol Pharmacol 1999, 30:268-282. 5 B.Housez, M. Cazaubiel, C. Vergara, J.M. Bard, A. Adam, A. Einerhand, P. Samuel, "Evaluation of Digestive Tolerance of a Soluble Corn Fibre", JHum Nutr Diet 2012, 25:488-496 6 Kendall C, Esfhani A, Hoffman A, et al. Effect of novel maize-based dietary fibres on postprandial glycaemia and inulinaemia. J Am Coll Nutr. 2008;27:711-8. 7 Whisner CM, Nakatsu CH, Martin BR, et al. Soluble corn fibre modulates calcium absorption by altering colonic microbiota. FASEB J 2013. 27:711-8. 8 Weaver CM, Martin BR, Story JA, et al. Novel fibres

PRODUCT

PROMITOR® Soluble Fibre makes it easy to meet consumer demands for more fibre. Thanks to its superior digestive tolerance, clean taste, consumer-friendly labelling and ease of use, PROMITOR® is the ideal ingredient for fibre fortification and/or sugar and fat reduction.

APPLICATIONS

PROMITOR® Soluble Fibre is easily incorporated into a variety of applications, some examples include:

- Bakery
- Bars
- Beverages
- Cereal
- Confectionery
- Dressings and sauces
- Ice-cream
- Meal replacement
- Yoghurt

*Labelling regulations may vary from one country to another, please consult your own regulatory personnel when determining how to label your finished product

ABOUT TATE & LYLE

We are a leading global food and beverage ingredients and solutions supplier, with a 160-year history of ingredient innovation. Through our purpose, Improving Lives for Generations, we believe that together, we can successfully grow our businesses whilst having a positive impact on society.

PROMITOR® Soluble Fibre is one example of our award-winning portfolio of fibre solutions.

LABELLING OPTIONS

PROMITOR® offers a variety of consumer-friendly labelling, with non-GM (IP) versions available.*

- Soluble Maize Fibre
- Maltodextrin
- Resistant maltodextrin

HANDLING

Store in cool dry conditions in original packaging

SHELF LIFE

Liquid: 365 days

Dry and Agglomerated: 730 days

(Product and package dependent)

	Dry	Liquid	Agglomerated	Identity Preserved	PCR Negative
70					
85					
90					

The portfolio addresses many manufacturer challenges, including clean taste and color, digestive comfort, health benefit claims, consumer sentiment and cost considerations. Other solutions in the portfolio include STA-LITE® Polydextrose.

For more information, visit:

www.tateandlyle.com/ingredient/promitor-soluble-fibre