

fiber

&

satiety

**Power Packed
Apple Cinnamon Bites**



Fibersol[®]
Case Study



Big Nutrition, in a Convenient Little Bite!

Consumers today take a sophisticated view of energy management—and link “quality calories” to staying power. Feed their needs with on-the-go positive nutrition. Our delicious apple cinnamon, yogurt-covered snack bites have all the answers: high-quality fiber and protein in an easy-to-eat format—with reduced sugar. Fibersol® delivers 10 grams of dietary fiber, with the bonus of satiety as a resonating consumer benefit.



17%
of consumers say
satiety/feeling full
is their #1
motivation to
consume
more fiber²

93%
of Americans
say breakfast is
important,
but **44%**
skip it anyway¹

Consumers who
want positive
nutrition consider
fiber and protein
a powerful
combination³

Sources: ¹<https://foodinsight.org/wake-up-to-the-benefits-of-breakfast-2/>

²ADM Fiber Occasions, 2019

³Hartman Fiber Occasions, 2019

Powering Through the Day

Fiber occasions are slightly more likely to take place at work, and lunch is a top-3 occasion.⁴ Packed with fiber and protein, these delicious bites also help keep hunger at bay. With their winning combination of top-notch taste and texture—and apple pieces for real appeal—powering through the day has never been more satisfying.

⁴When compared to total food and beverage occasions (over indexing at 118), Hartman Fiber Occasions, 2019



A successful protein snack bite needs more in the way of nutrition and less in the way of added sugar—while still satisfying the hunger for great taste while on the go.

CHALLENGE:

Delivering positive nutrition (fiber and protein) while reducing sugar can be a real challenge, especially when it comes to the great taste and texture consumers demand. Since sugar plays a significant functional role in maintaining a desirable soft texture, keeping these velvety bites at 1g sugar per serving required real expertise.

SOLUTION:

Our Fibersol® 2L provides high-quality dietary fiber, works as a low-calorie binder—and delivers a sought-after satiety claim. Sugar-reduction ingredients from the ADM pantry of solutions also contribute to the snack bites' success: SweetRight™ sucralose and maltitol for sweetness, plus glycerin for maintaining soft texture. For the final touch, dry roasted almond butter adds taste, texture and nutrition.

RESULT:

A delicious yogurt-covered bite—high in fiber and protein, low in sugar and packed full of great taste and texture—perfect for power-through-lunch occasions.



Find out more about how Fibersol® can help provide a nutritional boost, promote digestive health, increase satiety, and help replace functionality when reducing sugar.

HOW THE LABEL ADDS UP:

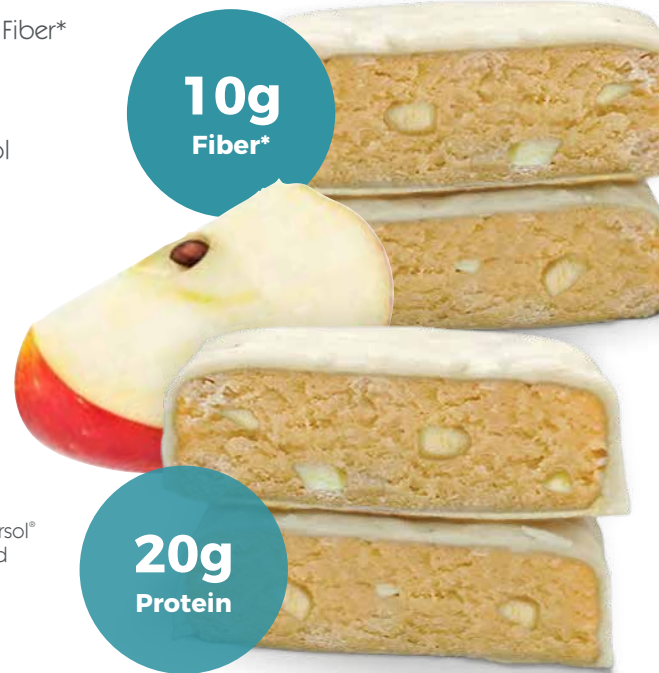
Today, mainstream protein bite consumers want it all: protein, dietary fiber and satiety benefits—all with less sugar. And, they look at the label to see if a snack has what it takes. These bites have it all: 10g fiber, 20g protein and just 1g of added sugar, per serving.

Nutrition Facts	
servings per container	
Serving size	2 bites (60g)
Amount Per Serving	
Calories	190
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 3g	16%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 180mg	8%
Total Carbohydrate 27g	10%
Dietary Fiber 10g	36%
Total Sugars 1g	
Includes 1g Added Sugars	2%
Sugar Alcohol 14g	
Protein 20g	
Vitamin D 0mcg	0%
Calcium 90mg	6%
Iron 0mg	0%
Potassium 0mg	0%

* 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.

Potential front of pack label claims:

- 10g Excellent Source of Dietary Fiber*
- 20g High Protein
- Just 1g Added Sugars
- Up to 4 Hours of Hunger Control



*Clinical studies have shown 10 grams of Fibersol® consumed with a meal may delay hunger and stimulate appetite-regulating hormones.

KEY INGREDIENT:

Fibersol®

INGREDIENTS:

ADM FIBERSOL-2L (SOLUBLE CORN FIBER), MILK PROTEIN ISOLATE, MALTITOL YOGURT COATING (MALTITOL, PALM KERNEL OIL, YOGURT POWDER [CULTURED WHEY PROTEIN CONCENTRATE AND CULTURED SKIM MILK], NONFAT DRY MILK SOLIDS, WHOLE MILK SOLIDS, SOY LECITHIN [AN EMULSIFIER], SALT, AND NATURAL FLAVOR), WHEY PROTEIN ISOLATE, **ADM GLYCERIN**, **ADM DRY ROASTED ALMOND BUTTER**, WHEY CRISPS (WHEY PROTEIN ISOLATE, WHEY PROTEIN CONCENTRATE, TAPIOCA STARCH, CALCIUM CARBONATE, SUNFLOWER LECITHIN [AS PROCESSING AID]), **ADM NATURAL FLAVOR**, APPLE, SALT, GROUND CINNAMON, **ADM SUCRALOSE**.

ALLERGENS:

Milk, Tree Nut (Almond), Soy

READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.



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