

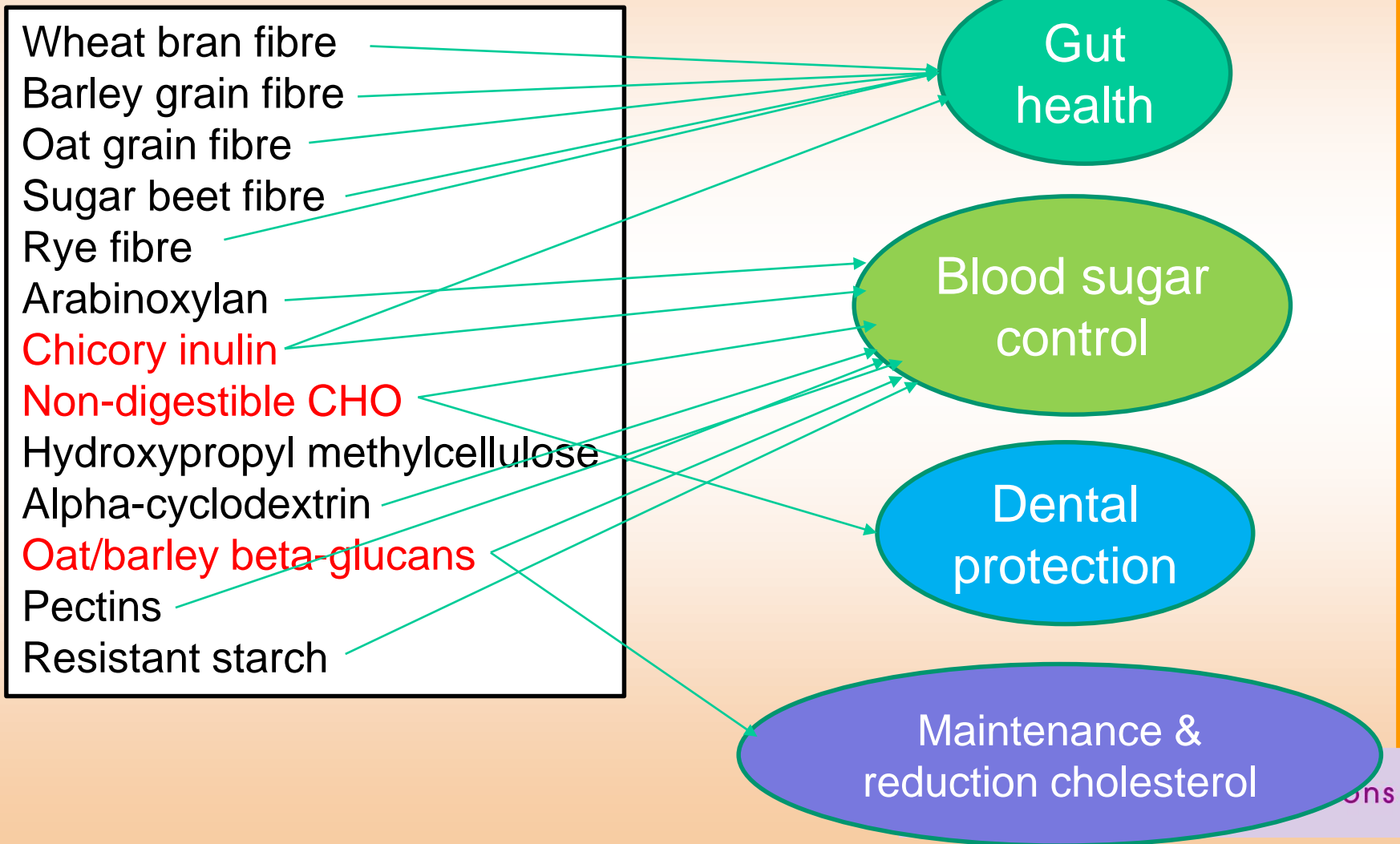


Fibre: Communicating the benefits

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Health claims



What can you say legally?

Approved text	Suggested alternative
Contributes to: An increase in faecal bulk An acceleration of intestinal transit Normal bowel function by increasing stool frequency	Helps keep your digestive tract in good working order Gut friendly
Consumption as part of a meal contributes to a reduction of the blood glucose rise after that meal Induces a lower blood glucose rise after consumption compared to sugar containing foods/drinks	Keeps blood sugar levels stable Helps control blood sugar levels after meals
Contributes to the maintenance of tooth mineralisation	Tooth friendly
Lower/reduce blood cholesterol	Can help reduce high blood cholesterol
Maintenance normal cholesterol	Helps maintain normal cholesterol levels

25P PER SALE TO
DIABETES UK
 CARE, CONNECT, CAMPAIGN.

Betavivo®

crispy oat heart cereal

Original Swedish Formula



Cholesterol
 Oat beta-glucan has been shown to reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.



Blood Sugar
 Consumption of beta-glucan from oats as part of a meal contributes to the reduction of the blood glucose rise after that meal.



15 servings
 (1 per day)
 345g



All-Bran
 a natural solution to digestive discomfort & constipation

A bowl of All-Bran Original meets 44% of your daily fiber needs. All-Bran is proven to work in as little as 120 minutes.

All-Bran
 Digestive Health and Fibre
 Did you know...
 People don't eat enough fibre!
 Raising fibre intake improves...

NEW
 Nestlé
 WITH BETA-GLUCAN FROM OATS
 HELPS REDUCE CHOLESTEROL
Cheerios
 OAT

smile

new and yummy – toothfriendly chocolate

chocolate not only your teeth will love

- with the Next Generation Sugar **palatinose**
- same great taste



Consumption of chocolate containing isomaltulose (Palatinose™) instead of other sugars contributes to the maintenance of tooth mineralisation.

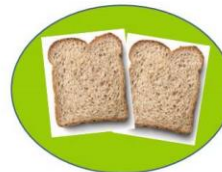
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Fibregum™

All-natural soluble fiber



How much Liv do I need to eat?



+



= 3g Oat beta-glucan

2 portions a day (equating to 3g of beta-glucan) actively lowers LDL cholesterol levels

a tasty way to lower cholesterol



Conditions of use

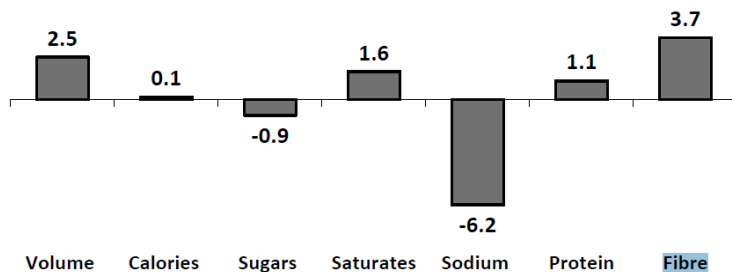
- Make sure your product meets these – they are specific to the claim
- For many, the product needs to qualify as ‘high’ in fibre (6g/100g)
- Or contain a specific amount of the target fibre ingredient
- Other wording is often required on label e.g. relating to cholesterol as a risk factor



Consumer insights

Over last 5 years, Scotland take home shopping baskets are getting healthier

Total Nutrient % change from Scotland Total Take Home Food and Drink June 2016 vs 2012



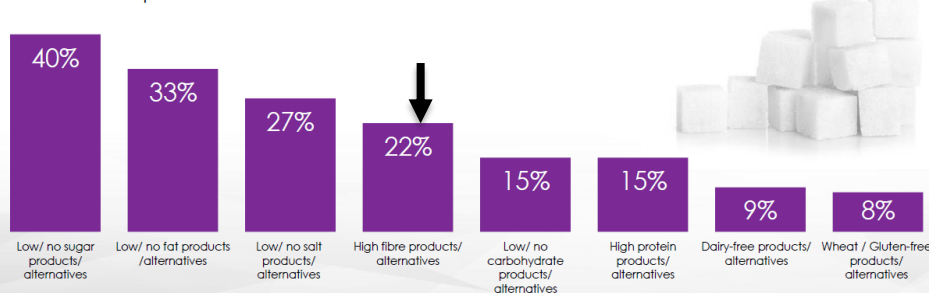
Kantar 2016

- Understand that fibre is 'desirable'
- Not specifically looking for it on labels – sugar/fat more important
- Some interest in buying higher fibre products.

Cutting back on sugar creates greatest interest...

Despite Fat being the key indicator for 'unhealthy' foods for adults, low sugar products are of greater interest...

Food & Drink products that would be of interest:



Grocery Eye 2015



Nutrition Communications