

## Case Study

### Fibre Chews

Many ingredients such as calcium and omega 3 have poor taste profiles which lead many consumers to reject food supplements containing them. On the other hand, functional foods fortified with these ingredients often tend to have too low a dosage to be effective.

Confectionery chews should be an ideal food format to deliver vitamins and minerals but traditional cooking methods may lead to difficulties incorporating nutritional ingredients.

<b>Cooking Method</b>	<b>Disadvantage</b>
Ratio between reducing sugar and non-reducing sugars	Can be imbalanced by the addition of the mineral or supplement leading to difficulties maintaining shelf life
High cooking temperature	High temperature leads to degradation of ingredients which are affected by heat
Sugar content	Health benefits of added vitamin or mineral can be outweighed by the high fat and sugar content of the chew
Sugar free alternative	Poor taste profile

## Fibre Chews

Our proprietary fibre chew system replaces some or all of the sugar and reduces the fat used in traditional confectionery manufacturing.

Given that sugars are replaced by soluble fibre, the chew has inherent health benefits. Also, we are able to use a lower cooking temperature which allows greater flexibility with more delicate ingredients.

### Benefits of Fibre Chews

- High fibre
- Prebiotic
- Reduced fat and sugar
- Greater flexibility to handle delicate ingredients
- NO LOSS in taste profile from reduced sugar
- Lower cooking temperatures – energy efficient

### Typical Nutritional Information

Typical Values	per 2 chews
Calories	30
Total fat	0.7g
Total carbohydrate	9.8g
Dietary Fibre	4.5g
Protein	0g

