

INCREASE FIBER. REDUCE CALORIES. **MAINTAIN APPEAL.**

Help fill the “fiber gap” — **deliciously**



VERSAFIBE™ dietary fiber lets you create **high-fiber foods** without compromising taste and texture

If there's one health benefit today's consumers understand and want, it's fiber. While they check labels in search of more fiber, studies show that U.S. consumers actually consume far less than the recommended goal.¹ As you work to raise the fiber content of your products, you have to overcome the unappealing effects fiber can often have on taste, texture and appearance. Now, **VERSAFIBE™ dietary fiber** is here to help you provide the fiber-rich and reduced-calorie products consumers want while delivering just-right taste and texture in your bakery products, cereals, snacks, pastas and more.

HEALTH & NUTRITION™ 

Ingredient
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IDEAS TO SOLUTIONS

Take the lead in fiber fortification

Adding fiber to many commonly consumed foods continues to be a challenge. You must balance the positive health benefits and label claims with the potentially negative impact of fiber on taste, texture and appearance. Not anymore. New VERSAFIBE™ dietary fiber is a novel insoluble fiber that has little or no impact on taste, color or texture. It can improve the texture of crackers, cereals, pastas and snacks while reducing calories and offering processing ease and reduced cost-in-use.

Address the fiber deficit

Consumers in the U.S. have been aware of the benefits of fiber for many years, and today an impressive 79% say they are interested in fiber. One-third of U.S. consumers have increased their use of fiber in the past two years, and 36% indicate a willingness to pay 10%–15% more for added fiber.² Still, research suggests that consumers aren't getting enough fiber. The recently published 2015–2020 Dietary Guidelines for Americans (DGA) indicates that dietary fiber is an “underconsumed” nutrient and recommends Americans increase their intake to reduce the risk of potential health concerns.

Boost content and strengthen claims

You can raise fiber content and win in the label-to-label comparisons taking place in grocery aisles. Your products may be able to feature claims like “good source of fiber” or “excellent source of fiber” as well as “gluten-free,” stimulating trial and repeat purchases. With some VERSAFIBE™ dietary fiber, you can also promote “grain-free” on your labels. And health-conscious consumers will appreciate potential calorie and carbohydrate reduction.

Cost-effective VERSAFIBE™ dietary fiber performs in a wide range of applications

VERSAFIBE™ 1490	
Raw material source	Potato
Label declaration	Food starch modified, Modified food starch, Modified potato starch
Breads, cakes, muffins and baked goods	✓✓✓
Extruded cereals and snacks	✓✓
Pastas and noodles	✓✓✓
Typical total dietary fiber (dry basis)	90%
Non-GMO available	Always
FDA approved	Yes

Check mark indicates level of performance in listed application

Innovate with HEALTH & NUTRITION

To learn more about the benefits of VERSAFIBE™ dietary fiber, contact your Ingredion representative or visit us online.

1-800-713-0208 | ingredion.us/versafibe

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1. 2010 Dietary Guidelines Advisory Committee (United States)
2. 2014 HealthFocus U.S. Trend Study (May 22, 2015)

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VERSAFIBE™

Removing obstacles. Uncovering solutions.

You can answer the HEALTH & NUTRITION trend with confidence when you leverage the research and expertise of Ingredion. We're making fiber more cost-effective and easier to work with so you can boost fiber content or introduce fiber in new places. Collaborate with us at Ingredion Idea Labs® innovation centers to create a fiber advantage in consumer-winning baked goods, snacks, pastas, breakfast cookies, instant soups — even mashed potatoes and much more.



Ingredion®