



## Start off crisp and shiny. With sugar-reduced cereals, rich in fibre.

Wake up to a crispy and healthier start of the day with a new recipe for shiny cereal pops. Up fibre intake to a whopping 12g per 100g whilst drastically cutting back on sugar.

It is difficult to imagine any breakfast without cereals, especially when thinking of bustling families for whom every minute counts in the morning. Cereals can be considered a standard item on consumers' grocery list, especially in households with children: in Western Europe 3 in 5 families buys cereals on a regular basis\* and in the U.S. households with children aged 6 to 12 spend up to 45% more on them than others.\*

Still children's all-time breakfast champion, cereals also have the reputation of being a quick and easy fix. Consumer research reveals parents' concern on the nutritional value of their children's first meal of the day. No less than three in five West-European parents keep a close eye on the nutritional information on their children's breakfast cereals.\*

Convenient, nutritious and delicious options are high on consumers' wish list. With this new fibre-rich variety of crispy pops, parents can offer their children a healthier, yet delicious meal. Orafiti® chicory root fibres make a good choice because they do not only reduce sugar and safeguard flavour, they also have been scientifically proven to supply additional health benefits that can be showcased on pack.

### SUGAR REDUCTION WITH A PLUS

<b>Orafiti® chicory root fibres:</b>	• Are prebiotic improving digestive well-being by nourishing the bifidobacteria naturally present within the gut.
	• Are non-glycaemic, lowering blood glucose response.
	• Are low in calories, supporting weight management goals.
	• Increase calcium absorption.

\* BENE0 executed consumer research on Digestive Health (2015-2016) and Children's Nutrition (2016), other data from Nielsen Homescan data (2016)

## Make it pop with the help of chicory root fibres.

With Orafiti® chicory root fibres starting the day in a more healthful way becomes child's play. Our experts at the BENEО Technology Center simulated a full-sugar recipe for crispy cereal pops with Orafiti® Inulin and Oligofructose. Not only are these fibres easy to integrate in the production process, when put to the test they were also shown to safeguard flavour.

After coating the cereal pops, resulting in pops containing 30% less sugar, our food technologists executed a taste test (Fig. 2) which showed that not only the full-sugar reference is similarly sweet to the sugar-reduced reference but also just as crispy and they shine nearly as bright. Soaking them in milk, moreover, does not significantly affect crispness or taste (Fig. 3).

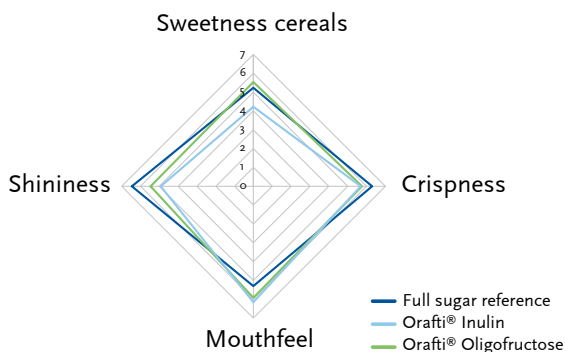
**Fig.1: Recipe for sugar-reduced dry-coated cereal pops with Orafiti® functional fibres**

INGREDIENTS (%)	Reference	Recipe with Orafiti® Oligofructose	Recipe with Orafiti® Inulin
Uncoated cereals	64.3	73.8	75.0
<b>Sugar</b>	<b>16.1</b>	<b>9.7</b>	<b>9.5</b>
Glucose Syrup	8.4	0.0	0.0
Water	6.1	3.4	6.3
Dextrose	3.9	0.0	0.5
Vegetable oil	1.1	0.8	0.8
Lecithin	0.1	0.1	0.1
<b>Orafiti® Oligofructose</b>	0.0	<b>12.2</b>	0.0
<b>Orafiti® Inulin</b>	0.0	0.0	<b>7.9</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

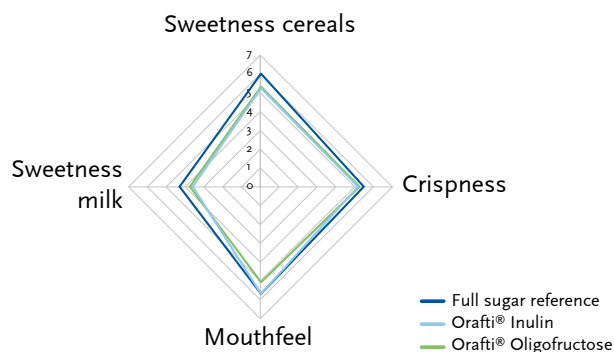


Marketing product concept, developed by and for BENEО.

**Fig.2: Results organoleptic test dry-coated cereals.**



**Fig.3: Results organoleptic test dry-coated cereals after 3' in cold milk.**



The BENEО Technology Center has developed a variation of plant-based, fibre-enriched reformulations in a multitude of cereals, granola bars and baked goods. Our experts are keen to share their insights upon request.

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