

BeneoPro VWG for protein-enriched bread.
Reliable quality, naturally.

With consumers aiming for healthier lifestyles and more balanced diets, protein has become more than just a recommended part of an average meal. 40% of the European consumers see protein as a positive nutrient that boosts their daily diet[1]. And where consumers are still somewhat in the dark about the amount needed for a well-balanced diet, their concern about getting it right rises as they get older. Since 2010, the global number of new products with protein claims has more than doubled[2]. Considering the increased consumer interest in protein as nutrient, the growing world population and the expected shortage of animal protein, alternative sources are needed. Plant-based protein, such as Vital Wheat Gluten, offer a good solution, naturally.

What are vital wheat gluten?

Gluten are the proteins coming from the wheat seeds. Where it's strength lies in bakery products, the range of applications for vital wheat gluten has grown significantly over the last years. It is now used in milling and flour fortification, bread and pastry, breading and batters, breakfast cereals, pasta and noodles and meat. **The ability of wheat gluten to form a viscoelastic mass when fully hydrated is a major feature compared to other commercially available vegetable proteins.**

BeneoPro VWG: naturally sourced, reliable protein quality.

Our vital wheat gluten (BeneoPro VWG) is naturally derived from qualitative non-GMO wheat, sourced in the European Union. The high protein content and the particular protein quality visco-elastic properties of this IFS*-certified ingredient are highly valued by our customers. With a global sales network and multiple plants, we ensure consistent availability and a **reliable worldwide supply** of our high quality vital wheat gluten.

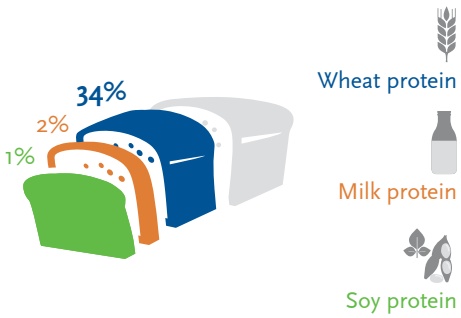
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Innovation opportunity: protein enriched bakery goods[3].

In the last 5 years, the "wheat protein" reference has gained share in new bakery product launches. As much as **40% of the global wheat protein launches were bakery goods**; mainly in bread products (48%) and cakes/ pastry/ sweet goods (25%).

Protein-enrichment is the next step in bread innovation. Where the majority of new bread launches are still prepared with regular wheat flour, **already a stunning four out of ten bread products include protein. BeneoPro VWG can be easily incorporated in your wholegrain bread** to fully meet the nutritional needs of consumers with an active and balanced lifestyle.

New product launches in bread products: wheat is the most used protein source



Optimised dough machinability for great bread volume.



One of the most important ingredients for making a great bread is premium flour. In turn, flour quality (and therefore dough quality) can be influenced by the amount and type of protein it contains. The protein in flour will absorb water, when added, and transform into a gluten network during mixing. This is the backbone of a good dough; the more protein the better the gluten network, and the lighter the bread volume. By adding BeneoPro VWG, you provide a good source of protein and you **improve the machinability of the dough and the volume of your bread.**

Inspiring your creative developments.



Bread with that little bit more in every slice

- ✔ A slice of nature's goodness
- ✔ High in natural wheat protein and a good source of fibre
- ✔ Light and scrumptious bread texture
- ✔ Wholesome nutrition and great taste in one bite



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Research references: [1] BENEO consumer research 2015,[2] Innova Market Insights ©2016, [3] Mintel GNPD 2015, * Internationale Food Standard

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