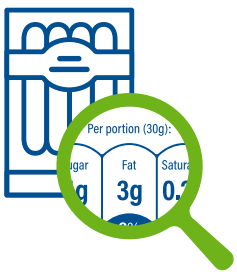


Fat reduction: all cards on the table.
Frankfurter sausages with chicory root fibres.

About two in five European consumers regularly check the health and nutrition claims of their products, but one in three says it is difficult to say whether a product is healthy or not[4]. Finding one's way through the maze of nutrition claims is not easy. That is why the food industry puts all cards on the table and has started to connect with clear front-pack labels that turn the nutritional value of food inside out.

To help consumers balance temptation and a healthier lifestyle, we developed delicious Frankfurter sausages with less fat. With Orafti® Inulin, chicory root fibres, you lower the fat content and create juicy sausages with a good bite and rich mouthfeel in favour of a more mindful and yet delightful snack.



Nearly 1/3
EU consumers **check the fat content** when buying processed meats.[1]



More than 1/3
consumers around the globe **check for traffic light** systems on pack.[2]



64%
consumers globally **read labels** on food packages.[3]



82%
Americans **find nutrition labels confusing** and want transparency and simplicity.[2]

[1] Mintel 2019
[2] FMCG Gurus clean label survey 2019/HealthFocus International Global Trend Study 2018
[3] Health Focus International Global Trend Study 2018
[4] BENEO Health & Nutrition Survey 2019 West-Europe

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Fat reduction that goes “snap”.

Orafti® Inulin is a natural fibre sourced from the chicory root that can mimic the rich, full mouthfeel of fat in fat-reduced, water-based recipes. Its neutral colour does not affect the appearance of the meat so the distinctive appetising pink colour of the Frankfurter is maintained. On top, it ensures that each bite has a delightful snap, making this a mouth-watering and enjoyable experience.

Clear, front-pack communication on reformulated products with less fat are an opportunity to capture the attention of consumers who are on the look-out for a more balanced lifestyle. Following the European Nutri-score model, the nutrition ranking for these Frankfurter sausages was lifted from E to C. Total fat and saturated fat content were reduced by 30% thanks to Orafti® Inulin, which in addition allows you to stake a claim for adding “source of fibre” on pack. Region-specific nutrition labels are available upon request.

The BENEO-Technology Center creates recipes for processed meat and savoury products with an enhanced nutrition label.
Our experts are keen to help you upon request.

Reference 1: Recipe for Frankfurter Sausages with Orafti® Inulin.

INGREDIENTS (%w/w)	Fat-reduced recipe	Reference
Pork S2	48	47
Ice	21	17
Pork S10	19	19
Orafti® Inulin	**5**	**-**
Pork S8	3	11
Salt	2	2
Minor ingredients (e.g. dextrose, spices, colour, phosphate, flavour)	q.s.	q.s.



WARM UP WITH A MORE BALANCED QUICK MEAL WITH EXTRA FIBRE.





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