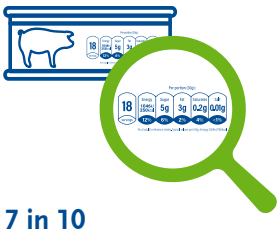


Expand the scope of better-for-you food.
Creamy and rich fat-reduced pâté.

The bread and butter of a healthy lifestyle is a transparent dialogue. Clean and simple front-pack messages should make it easy for everyone to make considerate food choices. Nutrition labels are one way for the industry to start a conversation about what is inside their food products and gain consumer trust, however, optimising the nutrition profile of existing recipes is not easy.

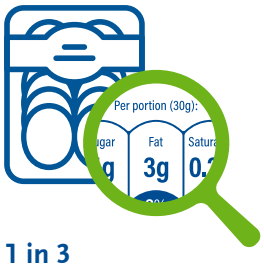
Savoury dishes are not usually associated with balanced nutrition. With BENEO's ingredients, you can boost the appeal and nutritional value of an all-time great such as pâté by marrying up convenience with the healthy image of our naturally-sourced chicory root fibres and rice starch. Together they help to reduce fat content while safeguarding a rich creamy mouthfeel.





7 in 10

consumers across the globe say that they want **nutritional labelling on products** to be as simple as possible.[1]



1 in 3

EU consumers check the **fat content** when buying processed meats.[2]



3 in 5

EU consumers are interested in meat products with all **natural ingredients**.[2]

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[1]FMCG Gurus, MFG Gurus, Nutritional information & labelling report, October 2019
[2]Mintel 2019

Conveniently nutritious spreads: rich, creamy and delightful.

To help consumers crack the ingredient code and unravel the nutritional value of their products more easily, food authorities around the world joined forces to create clear front-pack labels. More considerate choices and balanced foods can be just as delicious, or "conveniently nutritious", as was demonstrated with our recipe for fat-reduced pâté.

Orafti® Inulin mimics the creamy and fatty mouthfeel of fat, making it an excellent fat replacer. It is a good source of fibre with a clean taste and neutral colour. In combination with BENEO's rice starch, you have a match made in heaven for this fat-reduced pâté. Rice starch is a natural alternative to artificial ingredients. Thanks to its small granule size it is the texturising ingredient of choice for rich and creamy pâté that spreads out easily over bread, toast or sandwiches.

Reference 1: Recipe for fat-reduced pâté with Orafti® Inulin and rice starch.

INGREDIENTS (%w/w)	Fat-reduced recipe	Reference
Water	30	25
Liver	30	30
Pork back fat S8	19	30
Pork loose meat	11	11
Orafti® Inulin	**6**	**-**
Rice starch	**3**	**3**
Salt	2	2
Spices	q.s.	q.s.

Our ingredients create an opportunity to engage in a conversation about new labels for better-for-you products that still taste great. In our example recipe total fat content and SAFA (saturated fatty acids) were reduced by 30%. Besides less fat, this product can make a claim for being a "source of fibre" because it contains 6% of Orafti® Inulin, prebiotic chicory root fibres. Following the European 'Nutriscore' model, the score could therefore be raised from E to D to help this product stand out among its peers on shelf. Regional product information is 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.



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