

ADM Bakery Solutions

Fiber Inclusion for Wholesome Bakery Products

Indulgence and Overall Wellbeing

In the midst of the hectic and stressful lifestyle, there are times when it just becomes too much. Hence, consumers seek comfort and shelter from delicious, indulgent snacks such as biscuits and cookies.

This snacking behaviour has evolved to a purpose more than just escapism itself,

as the tendency to replace proper meals with snacks continues to grow.

The evolution also leads to consumers demanding more value from the snacks they are consuming: indulgent, delicious but nutritious.



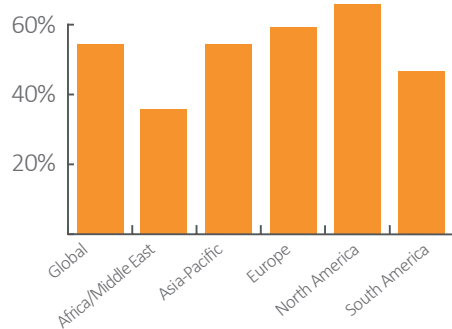
Back to Basics: Fiber

Out of all nutrients known to consumers, fiber is one of the basic must-haves for a healthy diet.

64% of Global consumers stated in May 2020 that they associate fiber with immune boosting benefits

Source: FMCG GURUS: Top Trend 7: Snacking Reclassified Explored, June 2020

Proportion of consumers who say that they expect snacks to offer a nutritional boost. (2019)



Source: FMCG GURUS: Top Trend 7: Snacking Reclassified Explored, June 2020

Consumer Benefits

- 100% from fruit (carob)
- No off-flavors
- Free from additives and chemicals
- No enzymatic treatment / chemical modification
- Total dietary fiber of min. 75%, at least 71% of which is insoluble dietary fiber
- Allergen free, gluten free
- Clean labelling

Technological Benefits

- Uniform light-brown color
- Clean, neutral taste: no off-flavor and no interferences in the final application
- Odorless
- Small particle size, easy to handle
- No additional browning reactions

ADM's Caro Up®: Better-for-you Bakery Solution

Caro Up® is ADM's natural dietary fiber made out of carob fruit (*Ceratonia Siliqua*).

Due to its high fiber content and clean taste, Caro Up® is the perfect solution for a great tasting, wholesome bakery product (e.g. cookies and biscuits) which is also free from gluten and allergens.

On-Pack Declaration

- Carob Fiber
- Dietary Fiber (Carob)

On-Pack Claims*

- **Source of Fiber**
(at least 3 g fiber/ 100 g)
- **High Fiber**
(at least 5 g fiber/ 100 g)

The clean label declaration of Caro Up® also offers producers the option to declare **"Fibers from Fruit"** on the packaging.

* On-pack claims under EU Regulation N° 1924/2006



Convince Yourself!

With a broad portfolio of ingredient solutions and the years of application know-hows, ADM can be a great extension of your team. Let us work together to develop nutritious, great-tasting products consumers will love!