



## Feel-good muffins with prebiotic fibre. Chicory root – the natural way to inner happiness.

Live healthier and without constraints on goodness thanks to our new recipe for delicious, high-fibre muffins. This feel-good treat is food for your soul. Taking care of your inner self means giving way to mindful indulgence and the effect of dietary fibre on inner-wellbeing continues to gain traction amongst consumers.

Orafti® Inulin prebiotic<sup>1</sup> fibres sourced from the chicory root, are the way to healthier snacks because they promote digestive health by nourishing your gut microbiome. They help to cut down on sugar, support good taste, push up fibre levels and entitle you to an on-pack claim for improving digestive wellbeing<sup>1,2</sup>. They are in fact the “root” to happiness.

**75%** of U.S. consumers show interest in snacks that contain added ingredients to help with digestion

**39%** of U.S. consumers say they would find cakes carrying a prebiotic claim appealing



**71%** of Europeans wish manufacturers reduced the sugar content of their cakes and cake bars

**82%** of Chinese find food and drinks that help to improve the gastrointestinal functions appealing

<sup>1</sup> Chicory inulin contributes to normal bowel function by increasing stool frequency. The beneficial effect is obtained with a daily intake of 12g chicory inulin. <sup>2</sup> Manufacturers can use a 13.5 European health claim on pack.  
\*Sources: (HealthFocus International Digestion Study USA, 2016; Mintel consumer research, 2018; BENEEO Consumer research on Prebiotic USA, 2017; BENEEO consumer research, 2018)

## Muffins with more prebiotic fibre, less sugar.

Digestive wellbeing is firmly rooted. It has a significant influence on consumers' food choices. Find a balance between their sweet tooth and their conscience by carefully replacing sugar with prebiotic fibre. These feel-good bakes contain 30% less sugar than the reference recipe and make you forget you are having a nutritious treat because of their pleasant texture and mouthfeel.

Our recipe for vanilla muffins is the basis and inspiration for other flavours.

Fig. 1: Recipe for feel-good vanilla muffins.

Ingredients (%w/w)	Recipe	Market reference
Wheat flour	31	30
Water	18	18
Vegetable fat	13	13
Eggs	10	10
Sugar	9	16
Orafti® Inulin	7	-
Invert sugar	5	5
Rice starch	3	3
Minor ingredients (e.g. skimmed milk powder, baking powder, glycerol, salt)	q.s.	q.s.

## Orafti® Inulin: Feel good... from the inside out.

Orafti® Inulin is a prebiotic fibre extracted from the chicory root using a gentle hot water process. With a backbone of more than 20 years of extensive nutritional research, this fibre is one of the few proven prebiotics as confirmed by ISAPP (International Scientific Association for Probiotics and Prebiotics). Being a prebiotic, it improves gut health thanks to its positive effect on the beneficial bacteria and by improving regularity<sup>1</sup>.

These natural fibres can upgrade a product's nutritional profile by replacing sugar in a wide range of recipes.



\* This food, containing 3.5 g chicory inulin per portion, is ideal as part of a varied and balanced diet and a healthy lifestyle choice. The beneficial effect is obtained with a daily intake of 12 g chicory inulin, this means 4 portions of this food or from other foods containing corresponding amounts of chicory inulin.

The BENE0-Technology Center develops recipes for high-fibre and sugar-reduced bakery products such as muffins, biscuits, pound cake, ... Our experts are keen to share their insights upon request.

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