

COMET

ARRABINA® & BREAD

CASE STUDIES



Consumers Want a Slice of Better-For-You Bread

Today's consumers want bread that delivers not only taste and texture but also is nutrient-dense with natural ingredients. Prebiotic fiber provides an easy way for bread makers to increase baked goods' nutrition profile while expanding into the functional foods category.

24%

of US category users aged 18-34 would be inclined to increase their packaged bread intake if there were more options that supported digestive health.*

39%

of global consumers "strongly agree" that they would pay more for food or beverages that provide a functional benefit.**

50%

of consumers consume or want to try products that support digestion & gut health.***

Fewer than
1 in 10

American Adults are getting enough dietary fiber.****

*Mintel GNPD, May 2019-April 2023

**HealthFocus International COVID-19 Report, 2020

***Mintel, Functional Ingredients in Food and Drink - US, February 2023

****American Society for Nutrition



Contact Our Sales Team:

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Arrabina® Fits Every Formulation Need:

Multiple grades of fully soluble powders

Heat & pH resistant

Low viscosity & neutral mouthfeel



Challenge:

Consumers turn to bread as a source of fiber, however many of the products on shelves today have been heavily processed and require consumption of multiple slices to provide a good source of fiber.

Solution:

Arrabina makes it possible to increase fiber in baked goods without sacrificing the quality of the finished product's aroma, flavor, or texture. Arrabina allows bakers to give consumers better-for-you baked goods that still deliver comfort and indulgence without compromising a clean ingredient list.

Why Arrabina is The Best Thing Since Sliced Bread:

- ✓ Inclusion rates of 12% for bread applications
- ✓ No change in browning, bake time or rise
- ✓ Labeled as "wheat fiber extract"
- ✓ Gluten-free
- ✓ Good Source of Prebiotic Fiber
- ✓ Gentle on the stomach even at 5 or more servings



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Better Nutrition Labels

Arrabina® provides prebiotic fiber benefits.

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Nutrition Facts

servings per container	
Serving size	(43g)
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 31g	11%
Dietary Fiber 1g	4%
Total Sugars 3g	
Includes 3g Added Sugars	6%
Protein 5g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 5mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts

servings per container	
Serving size	(47g)
Amount per serving	
Calories	160
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 36g	13%
Dietary Fiber 6g	21%
Total Sugars 3g	
Includes 3g Added Sugars	6%
Protein 5g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 5mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

6x

the amount of dietary fiber.



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