

COMET

BIRTHDAY CAKE PROTEIN POWDER

FEATURING

ARRABINA[®]

CASE STUDIES



Protein & Fiber, A Hunger Crushing Duo

Consumers are busy! They need convenient, on-the-go options that align with their nutritional goals. Protein shakes are consumed regularly as a quick meal replacement or snack to keep hunger at bay. The combination of protein and fiber provides even greater benefits and longer satiety.

64%
of nutritional
drink consumers
look for high
protein options.*

90%
of supplement
users are familiar
with protein
powder.***

Consumers who
want positive
nutrition consider
fiber and protein
to be a powerful
combination.**

4 in 5
say “My digestive
health is important
to me.”****

*Kantar Profiles/Mintel, January 2023

**Hartman Fiber Occasions, 2019

***ITC insights 2022 Consumer Supplement User Survey

****HealthFocus International, 2020

COMET

Contact Our Sales Team:

comet@comet-bio.com | comet-bio.com

Arrabina® Fits Every Formulation Need:

Multiple grades of fully-soluble powders

Heat & pH resistant

Low viscosity & neutral mouthfeel

Low serving size for prebiotic claim of less than one gram*

Tested in 20+ applications

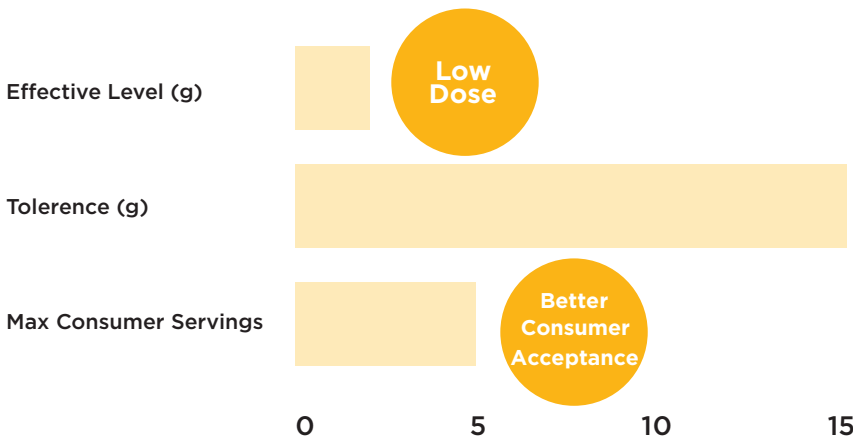
Challenge:

With an ever-expanding selection of protein powders on grocery store shelves and Amazon, brands need to step up their game to stand out.

One winning strategy is introducing protein powders with additional functional benefits, such as prebiotic dietary fiber for improved gut health. As inflation continues to rise, this approach presents a smart way to offer consumers added value precisely when they need it most. Unfortunately, many dietary fibers are difficult to add to existing formulations and can cause bloating or GI distress.

Solution:

Arrabina makes it easy to formulate protein powders that are high in fiber and taste great, making it a treat rather than a chore to consume protein and fiber. The fully soluble powder boasts excellent stability in solution and no gritty texture. In addition, Arrabina is gentle on the stomach. Clinical trial results prove that even when 15 grams are consumed, there are no negative GI symptoms including bloating and gut discomfort. Though multiple servings can be consumed at a time, Arrabina is a low-dose prebiotic dietary fiber with only around 3 grams needed to promote the growth of bifidobacteria.



*Oliver Chen, Traci Blonquist, Kristen Sanoshy, Kathleen Kelley, Eunice Mah, The Effect of Arabinoxylan on Gastrointestinal Tolerance in Generally Healthy Adults: A Randomized, Placebo-Controlled, Crossover Study, >, Volume 5, Issue Supplement_2, June 2021, Page 304.



Contact Our Sales Team:

comet@comet-bio.com | comet-bio.com

Better Nutrition Labels

Arrabina® provides prebiotic fiber benefits.

CONTROL

Nutrition Facts

servings per container	
Serving size	(189g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 90mg	30%
Sodium 90mg	4%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 22g	
Vitamin D 0mcg	0%
Calcium 150mg	10%
Iron 0mg	0%
Potassium 240mg	6%

*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.

ARRABINA®

Nutrition Facts

servings per container	
Serving size	(189g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 90mg	30%
Sodium 90mg	4%
Total Carbohydrate 18g	7%
Dietary Fiber 3g	11%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 22g	
Vitamin D 0mcg	0%
Calcium 158mg	10%
Iron 0mg	0%
Potassium 239mg	6%

*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.

COMET

Contact Our Sales Team:
comet@comet-bio.com | comet-bio.com

