

COMET

# ARRABINA® & BREAD

CASE STUDY





# 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

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## Arrabina Fits Every Formulation Need:

Effective at  
low  
inclusion  
levels\*

Multiple  
grades of fully  
soluble  
powders

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\*\*



\*Damen, et.al., 2012; Chen, et.al., 2021; Walton et al. 2012; Windey et al., 2015; François et al., 2014; Maki et al., 2012; Collins et al., 2023

\*\*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.

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# Better Nutrition Labels

Arrabina provides prebiotic fiber benefits.

## CONTROL

Nutrition Facts	
servings per container	
Serving size	(43g)
Amount per serving	
<b>Calories</b>	<b>150</b>
% 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.	

## ARRABINA®

Nutrition Facts	
servings per container	
Serving size	(47g)
Amount per serving	
<b>Calories</b>	<b>160</b>
% 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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